

VOGUE

INCORPORATING VANITY FAIR



SUMMER TRAVEL

MAY 15, 1939 • PRICE 35 CENTS

V O © THE CONDÉ NAST PUBLICATIONS, INC.



DUNDEE starts the sunshine season right by bringing you a grand collection of big, colorful beach sheets—to snuggle into after your swim—to wear as a gala beach cape—to add to your charm while you bask in the sun. Then too, new luxuriously soft towels in summery colors and spirited nautical patterns, in keeping with the season. Bath size, guest size, and wash cloths to match. Genuine Dundee qualities—quick-drying, long-lasting, smart-looking, and priced at low-ebb. So why not go gay—yet thrifty, and . . .

Go Nautical with DUNDEE



Dundee Towels are available in a wide range of sizes, styles and prices—to suit every taste and fit every budget. They're made for hardy service—and tub superbly—no fading of colors. At better stores.



LOOK FOR
THE
DUNDEE
LABEL

GEORGIA-KINCAID MILLS, Griffin, Ga.
For Over 50 Years Makers of Dundee Towels

WOODWARD, BALDWIN & COMPANY, Selling Agents, 43 WORTH STREET, NEW YORK





When you come to the World's Fair be sure to visit our Beach Shop on the Fifth Floor, home of creations by Brigance, one of our own designers, whose ideas enchant even the blasé Riviera. Camelia bathing suit in dull and shining rayon satin lastex, 12.95 Straw cloth beach coat, red cotton lining, 19.95 Two-tone rayon jersey bathing suit, 10.95 Green Salyna rayon slacks, red cotton blouse, straw cloth bolero, 22.95 White piqué play suit, navy Alfresco spun rayon skirt, 14.95 Chartreuse rayon slacks, striped, shirred blouse, 17.95

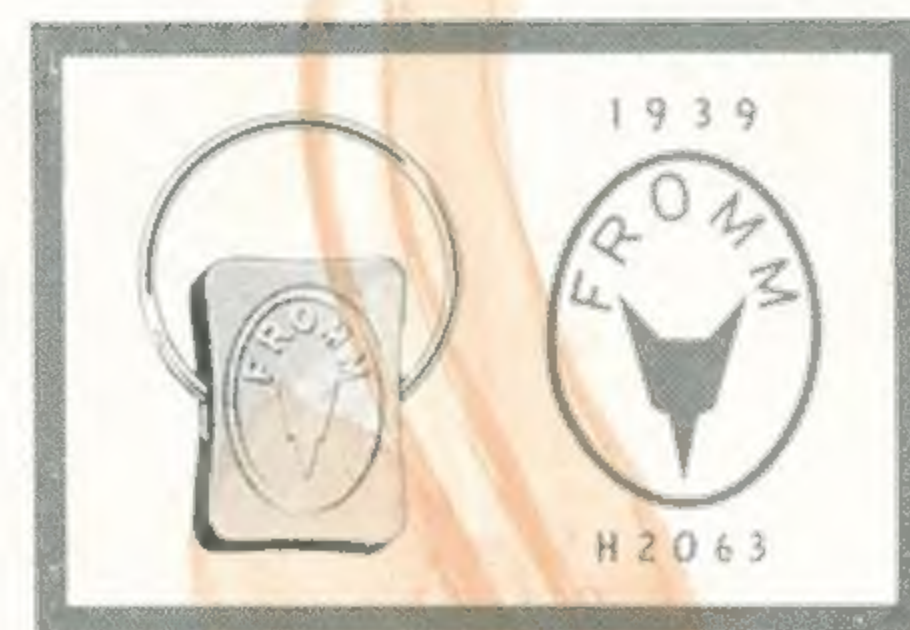
LORD & TAYLOR . . . Fifth Avenue from 38th to 39th Street, New York, N.Y.

Courtesy
I. MAGNIN
Los Angeles
San Francisco
and Seattle



Conversation piece
the breath-taking loveliness
of many Fromm Foxes

A glamorous, shimmering mantle for your most important evenings! *Seventeen* perfectly matched skins of Fromm Pedigreed Fox—each pure and clear in color... no rust or tinge... marvelously silvered... deep and exquisitely silky. Each representing thirty-one generations of selective breeding, the reason for this superlative beauty. And each stamped, as are all 1939 Fromm Pedigreed Foxes, with the Fromm trademark, pedigree number and year. You receive the pedigree certificate of every Fromm Fox in your cape, coat or stole when you mail the corresponding medallions (given to you wherever you make your selection) to Fromm Bros., Inc., Hamburg, Wis.



FROMM *Bright with Silver*
Pedigreed **FOXES**

Slip into Jersey* designed by **CHARLES ARMOUR**

Now here are printed Jerseys,
(And some are woven too),
That will not crush or wrinkle
Like printed crêpes will do.

They're cool for all occasions,
For Town, or Shore, or Lake,
And after week-end journeys
No need to press—*JUST SHAKE.*

*Jersey by William Heller
Hats by Daché



1. 339—Woven diamond check 22.95

2. 412—Woven hairline stripe 22.95

3. 343—Printed sea-shell 22.95

4. 425—Printed colorful stripes on
woven black & white check 22.95

Ask us and we'll tell you where to find them
IN NEW YORK . . BEST & CO.

Charles Armour, Inc.

498 SEVENTH AVENUE, NEW YORK





Dorothy Gray Portrait Face Powder

Pampers sensitive skin...
skin that "acts up" or "can't stand" heavy powder



Portrait Face Powder...\$1.00. Pure as a summer cloud! This face powder does not contain any ingredient commonly suspected of arousing allergies! Delicate, clinging—it contains no starch—no orris root. Its special "emollient ingredient" is a gentle aid to sensitive complexions. If your skin "weathers" badly when exposed to dry air, wind, and heat—give yourself the pleasure of using Portrait Powder. So light, it fluffs! Goes on like a gauzy film...imparting a look of clarity and fineness to your complexion. Portrait Powder comes in all Dorothy Gray skin-tone shades.



Rosy Victorian shades—For wear with your pastels and "little girl" fashions, choose Portrait Face Powder in *Special Blend*—a swooning pink; or in fragile *Natural*. For suntanned effect, wear *Suntone* or the deeper *Coppertan*.

Royalty Red Make-up—Deep, rich blue-red. Thrilling as the trumpets...to celebrate the advent of visiting royalty! Wear with navy, royal blue, Queen-gray. Lipstick, \$1. Cream Rouge, \$1.25. Compact Rouge, \$1.50.



Elation Make-up Film (NEW!)...\$2.00. Fluffy-pink, ethereal-light powder base. Smooths on with a delicate, flower-like finish...suffusing your skin with a wistful, fragile bloom. Helps rouge blend softly. Coaxes powder to cling ever so long. Lends a youthful-looking moistness, *minus* shine.




Dorothy Gray Lipstick...\$1.00. Creamy-moist—yet indelible as can be. Sweetest shade to excite fashion is *Plum Pastel*—a delicate purply-rose for wear with "little girl" blues, party pinks, lilac.



The New Dorothy Gray "Little-girl" Make-up—To wear with pink and lilac. *Plum Pastel* Lipstick...*Plum Pastel* Cream or Compact Rouge...Portrait Powder in *Special Blend*...*Violet* Eye Shadow...*Blue Lashique*.

THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES

WORLD'S FAIR TREAT: When in New York, enjoy a glamorous Dorothy Gray face treatment. DOROTHY GRAY SALONS: 683 Fifth Avenue, New York...Paris...London. Dorothy Gray Salon Treatments are also available in smart stores in the following cities: Los Angeles...Denver...Washington...Boston...Milwaukee...Buffalo...Norfolk...Chestnut Hill, Philadelphia...San Francisco...Seattle...Brussels...Amsterdam...The Hague...Rotterdam...Cannes...Nice...Monte Carlo...on the Grace Line "Santa" ships...and on American Republics Line "Good Neighbor" ships. Copyright, 1939, by Dorothy Gray, Ltd.

Undermatch in Magnostripps by Van Raalte

★ In the nick of summertime—when you want loads of cool, fresh underthings that are easy on the laundress and congenial to your week-end tripping habits—Van Raalte launches a gloriously exclusive new fabric that fills the bill with élan. Magnostripps is a satiny, wider stripe. Very “Lady of the Empire” in luxurious effect. A truly super rayon—and rayon cool! Evening cut gown, \$3; chemi-slip, \$3; bra, .75; jigger, .75; pantie, .75; bra top vest, .75. In knit underwear departments everywhere.



“BECAUSE YOU LOVE NICE THINGS”...VAN RAALTE, 417 FIFTH AVENUE, NEW YORK

FIRST IF BY

No less than 88 tucks in the skirt of this Sacony dress. And the handsome tie silk kerchief matches the becoming belt. 19.95



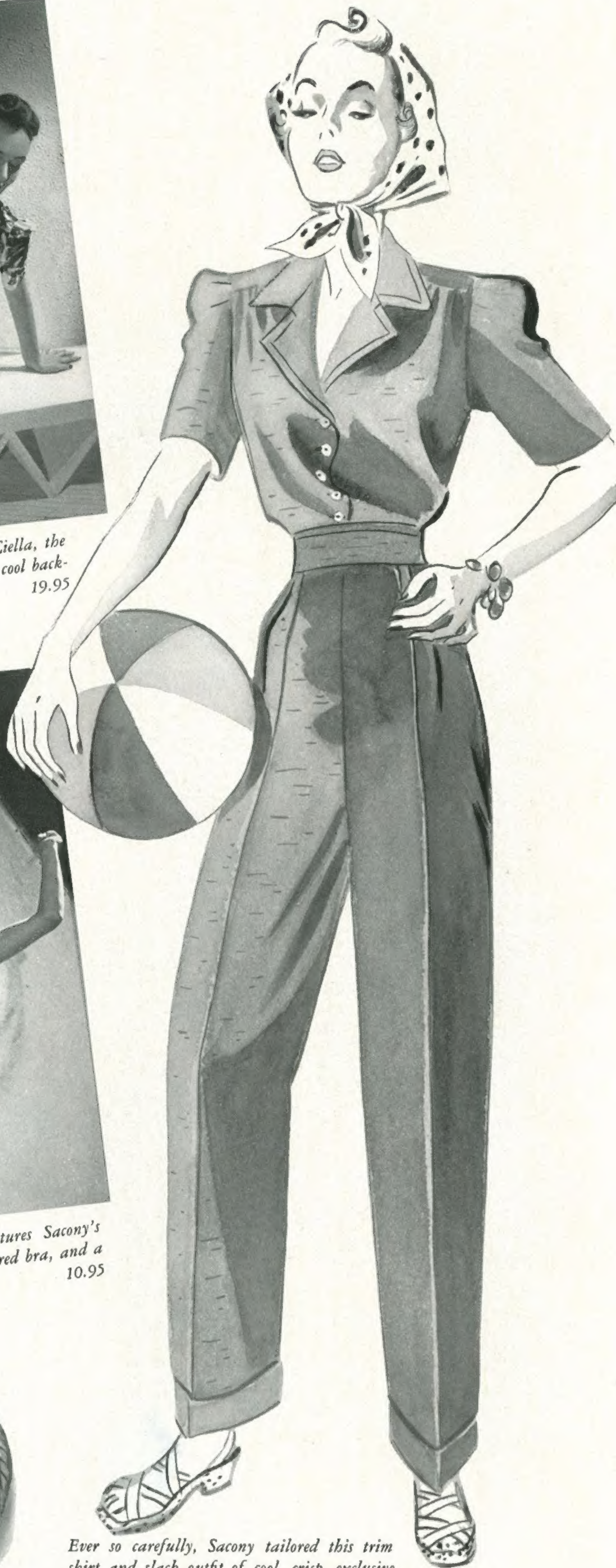
The fabric is Sacony's heavenly Ciella, the large vivid flowers are exotic, the cool background is snow white. 19.95

FIRST IF BY

Sacony pleats the playsuit—stitched pleats enhance the somewhat-fitted skirt and more pleats distinguish the shorts. 12.95



This dressier bathing suit features Sacony's lovely Ciella cloth, a softly shirred bra, and a tucked-and-gored skirt. 10.95



Ever so carefully, Sacony tailored this trim shirt and slack outfit of cool, crisp, exclusive Frisella fabric. 13.95

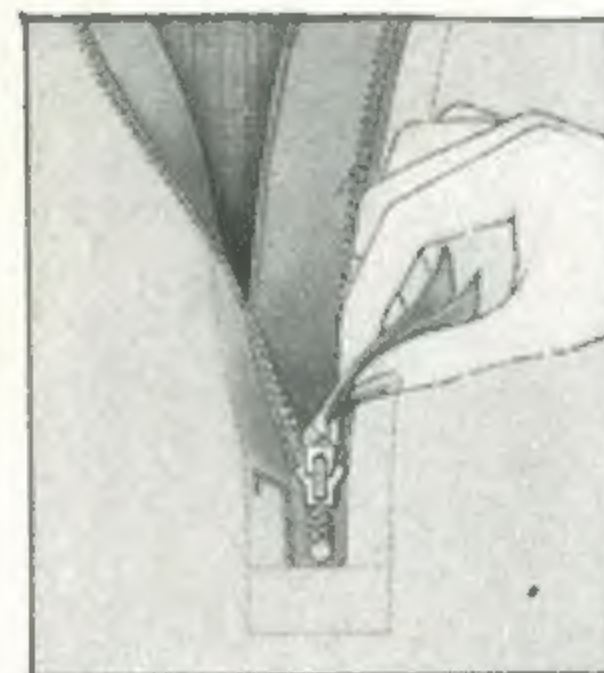
BECAUSE your new summer wardrobe must be very exclusively yours, you will thoroughly enjoy the latest Sacony fashions. Better stores are showing them. Please write for illustrated folder, "3 Wardrobes Under the '39 Sun", S. Augstein & Co., 1384 Broadway, New York.

On and off so easily... always trim and smooth



*It's closed
with a
TALON
Reg. U. S. Pat. Off.
fastener*

Today, the "last word" in foundation garments always features a long Talon slide fastener. And no wonder! It makes even the longest girdle easy to open and close. And—because it eliminates pulling and tugging — it saves wear and tear on the garment . . . preserves its shape . . . makes it last longer. But remember — only the Talon fastener has those special features — a self-lock and a patented method of insertion and reinforcement — that make it PRACTICAL to use slide fasteners on corsets! Better "take a second look" for the name "TALON"— always!



TALON CORSET FASTENER • MADE BY TALON, INC. MEADVILLE, PENNSYLVANIA
Reg. U. S. Pat. Off.



THE CHOICE OF
*Fashion
Models...*

Rollins
RUN STOP
Stockings

"THEY DO THINGS
FOR YOUR LEGS"

New York's most beautifully dressed fashion models have long realized that hosiery is $\frac{1}{4}$ th of the costume. They wear Rollins stockings to be sure of perfection for that vital $\frac{1}{4}$ th. • Like the models, you'll find the Rollins colors harmonize with the newest cosmetic tints and costume shades. • These stockings not only set off your clothes—they also flatter your legs with shadow-sheer texture and slimming fit. The Rollins Runstop keeps even the most gossamer texture secure from garter runs.

ROLLINS HOSIERY MILLS, INC.

New York Chicago
200 Madison Ave. 9106 Mdse. Mart

Des Moines
E. 28th and Dean

Denver San Francisco
1751 Lawrence St. 450 Mission St.

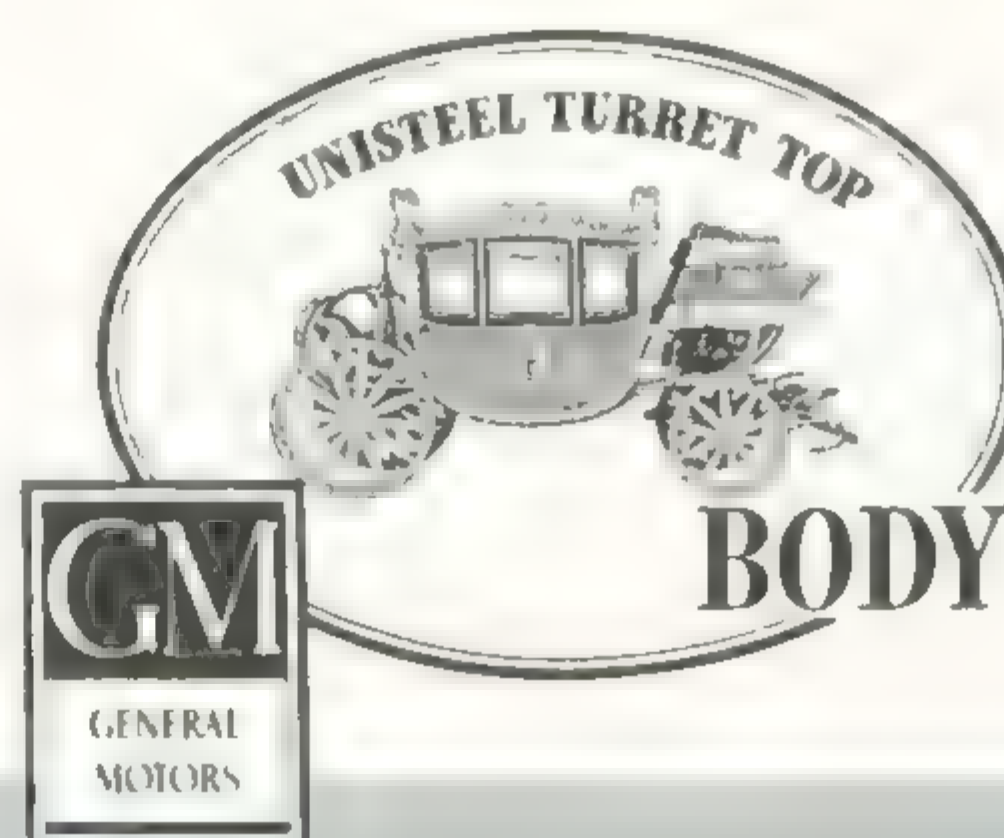


"CHEVROLET'S THE CHOICE"—and one of the most popular reasons, certainly, is its safer, smarter, more luxurious 1939 Body by Fisher

THE cap and gown are proof indeed of how smart this young lady has been in her studies. But wait and see how smartly she'll now be taking to the highways . . . Like thousands of this year's gay graduates, she's getting a new General Motors car along with her coveted sheepskin . . . And you certainly know what that means — a car with Body by Fisher . . . You know — from what your own eyes tell you — that here is the "Class of '39" in automotive fashions . . . You discover — from the

solidly silent way it rides — that here Fisher craftsmanship has again enhanced motor car body security . . . You find — in its new visibility, in its more spacious interiors and its improved Fisher No Draft Ventilation — new measures of safety, comfort and convenience . . . That's why it makes such good sense when someone tells you, "For '39, better pick the car with Body by Fisher" — which means a General Motors car, of course.

See the General Motors exhibits at the Fairs: Highways and Horizons at the New York World's Fair, and Progress on Parade at the Golden Gate International Exposition.



BODY BY FISHER

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC

Smartest—under the Sun!



AND THE SMOOTHEST MOST COMFORTABLE IN ANY WEATHER !

FOR play days, or gray days, there's nothing like an Oldsmobile. You get a "lift" just from looking at it—and a genuine thrill when you take the wheel. Oldsmobile is so easy to handle that steering is almost like pointing. Its big, powerful engine is so responsive that the car leaps to your bidding like a thing alive. And riding is just like gliding. Olds covers the miles with an easy, gentle rhythm that's as smooth as a flowing stream. Whatever your taste in cars, you'll find an Olds to your liking. There are three series of Oldsmobiles—one of them priced right down in the low-price field. Body types range from the ultra-smart Convertible that seats five in cozy comfort, to the ultra-luxurious Four-Door Sedan with big, built-in trunk for traveling. Call on your Oldsmobile dealer. Salute the summer season in the smartest car under the sun!



OLDSMOBILE
 THE CAR THAT HAS EVERYTHING

REG.
TRADE-
MARK

WOMEN'S SUMMER CHIFFON
22.95
FEATURED BY
MARSHALL FIELD & CO.
CHICAGO



CONMAR

A Better Slide Fastener

Behind the scenes where styles begin, today's smartest designers favor Conmar Slide Fasteners to keep the dress placket smooth as a seam. These trim closures . . . built upon an advanced principle . . . zip with astonishing easy action. They never rust or jam . . . always launder perfectly . . . are guaranteed to outlast any garment. Look for the name "Conmar" on the pull tab . . . Made in U. S. A. . . Conmar Products Corp., Bayonne, N. J.



Along the fashion axis they keep the figure young with the fit, the comfort, the control that are synonymous with "Lastex" yarn. As in this frankly feminine and luxuriously lovely garment by Nemo, for the average figure. One of a new group of Nemo *Elegance* combinations and girdles in Nemonet, an exclusive Nemo foundation fabric made with that

magic stretch that makes things fit. So elegant it's a pity to wear it *under* a dress. *Elegance* moulds and holds you to your loveliest, emphasizes your best features, gives you unexpected ease and grace. When you choose foundation garments of any kind make sure of your figure by making sure of your "Lastex" yarn, asking for it by name.



THE MIRACLE YARN THAT MAKES THINGS FIT...

Lastex
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively
1790 Broadway



by United States Rubber Company
New York City

"For an introduction
...six roses!"



"My garden is my pride and joy. I cherish it, show it off, and usually send our guests home laden with its flowers. After Anne's last weekend visit, along came her thank-you gift."



"Said the card: 'Now it's a city-dweller's turn to send you a bouquet. Here's something with the prettiest bloom in town . . . the loveliest colors, too. You'll like the way it lasts!' Inside the box was a nosegay of Berkshire Stockings."



"They were exquisite—sheer as a whisper, glowing with color, perfectly matched to my ensembles. Best of all, they really wore! For Anne's introduction to Berkshire Stockings, six of my very best 'New Dawn' roses. For me, *Berkshires* for life!"



for evening wear,
with
dancing slippers



for afternoon,
with
pumps or sandals



for street and
business, with
daytime shoes

Look for one of these seals on each pair of Berkshire Stockings, identifying them as 2, 3, or 4-thread.

BERKSHIRE
STOCKINGS

Ask for BERKTWIST, Berkshire's sheerer crepes



*They save your heels
from Kicks and Scuffs*

**...and keep your shoes
from looking tough!**

There's nothing like *Scuffless* heels to keep your shoes looking smart and new. Car pedals won't scuff them! Rocks won't scratch or cut them! Even after weeks of hard wear they look as sleek as ordinary heels do when you first buy them. And heels with *Scuffless* "PYRAHEEL" match your shoes perfectly in color and effect. You ought to ask for shoes with *Scuffless* heels. Nearly all the leading shops everywhere have styles with *Scuffless* "PYRAHEEL" plastic heel covering. Tell the sales person you want them! They won't cost you anything extra!

1 1 1

... Lots of wonderful things to see in the Du Pont Building, New York World's Fair...and at the Du Pont Exhibit, San Francisco Golden Gate Exposition...

Scuffless

"PYRAHEEL"

REG. U. S. PAT. OFF.



Tango Pump by Brauer Brothers Shoe Company.
In white suede trimmed with Japonica calf.
And, of course, with matching *Scuffless* heels.
Sold at leading stores throughout the country.

"So-oo!... I'm a wonderful little wife!"

"THERE was Jim telling Randy how *he* picked out our new Chrysler Royal... that I—his wonderful little wife!—leave such things to him!

"As if I hadn't been working on getting that smart, luxurious Chrysler for months!

"As if I hadn't left magazines around opened up to the Chrysler ads... sighed wistfully every time we passed a Chrysler... primed Dad to say the right thing at the right time! And, of course, the Chrysler salesman just *happened* to stop at our house!

"Now, Jim will tell you all about how the Chrysler people *Superfinish* bearing surfaces as smooth as 2-millionths of an inch. How nobody else makes hydraulic brakes that compare with Chrysler's. How he, Jim, picked out the greatest more-for-the-money vehicle anybody ever thought up!

"That's all true enough! But the reason Jim *had* to buy that Chrysler is that it's the slickest, smoothest, raciest, most thrilling car of the year.

"I must admit that Chrysler performance thrills me too. It's fun to drive a *powerful* car... it's satisfying to own a *fine* car... and the happy combination in a Chrysler costs surprisingly little!"

★ ★ ★

1939 CHRYSLER ROYAL... 100 horsepower, 119-inch wheelbase. 2-door sedan, \$975, and up. *Dual horns and bumper grille bars extra.

1939 CHRYSLER IMPERIAL... 135 horsepower, 125-inch wheelbase. 2-door sedan, \$1165, and up.

*All prices are ready to drive in Detroit, federal taxes included. Transportation, and state or local taxes, if any, extra.

Also Chrysler's famous Custom Imperial in five and seven passenger sedans and limousines... with Chrysler's amazing new transmission advancement, the Fluid Drive.

Tune in on Major Bowes, Columbia Network, Every Thursday, 9:00 to 10:00 P. M., Eastern Daylight Saving Time.



The Girl...wears a blue and white printed silk dress from Milgrim. The beautiful jewels are from Marcus & Co.

The Car...a Chrysler Royal 4-door sedan...\$1010*

BE WISE

Buy Chrysler!

LOVE *and* SILVER...



GREENBRIER
6-piece place-setting
\$16.92

Charming Bermuda custom . . . a cedar sprig on the wedding cake. The bride plants it . . . and marries off her daughter under its shade a quarter-century later. This patriarch cedar decorated the wedding cake of the Colonial Secretary's bride a hundred years ago.

...good for a Lifetime of Junes

You with the hope chests and

the lovely faith in forever . . . begin with sterling silver.

Choose Gorham because its craftsmanship has been the standard of New England silversmiths ever since young Jabez Gorham set up in

business for himself in Providence in 1831 . . . because you can match and add to your pattern for every decorative period, including the new

shapes made for moderns . . . because, when you figure its years of use and pleasure value, it's the least costly thing you buy for your new

house. Four-place table settings . . . knife, fork, soup spoon, butter-spreader, salad fork, teaspoon . . . average \$68. Just compare that with

the cost of a good wing chair, or a little Sarouk for the hall! At your silver wedding, you'll still be proud of your Gorham

Sterling . . . and with any kind of decent care your granddaughter will take it over, thankfully murmuring, "Well, Grandmother certainly had

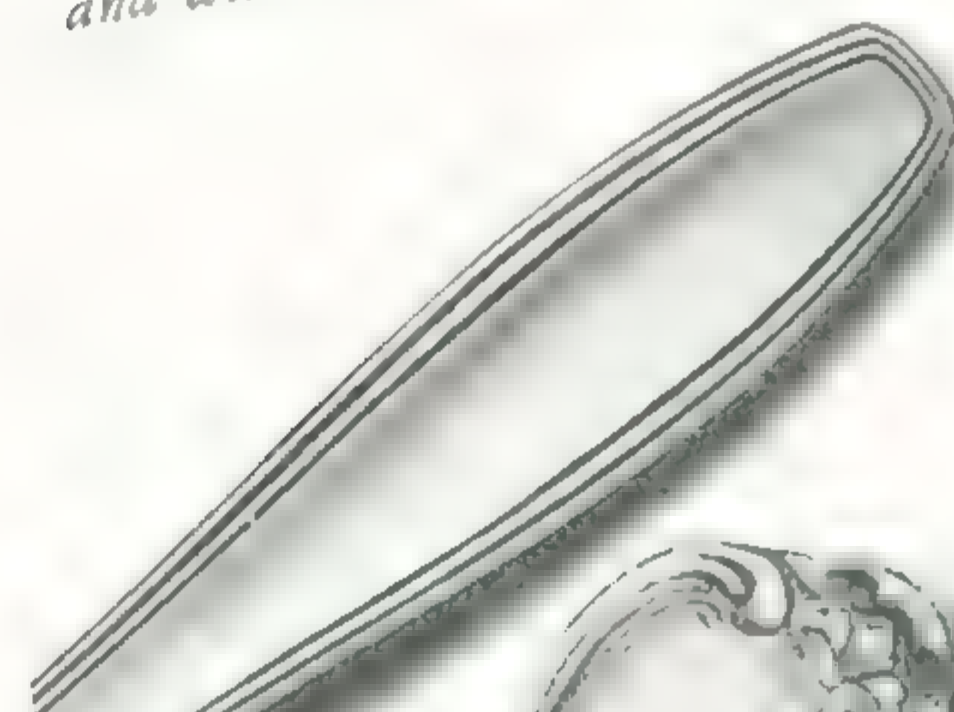
good taste!" We know Gorham Sterling that has stayed on the family tree for four generations.

GORHAM
STERLING

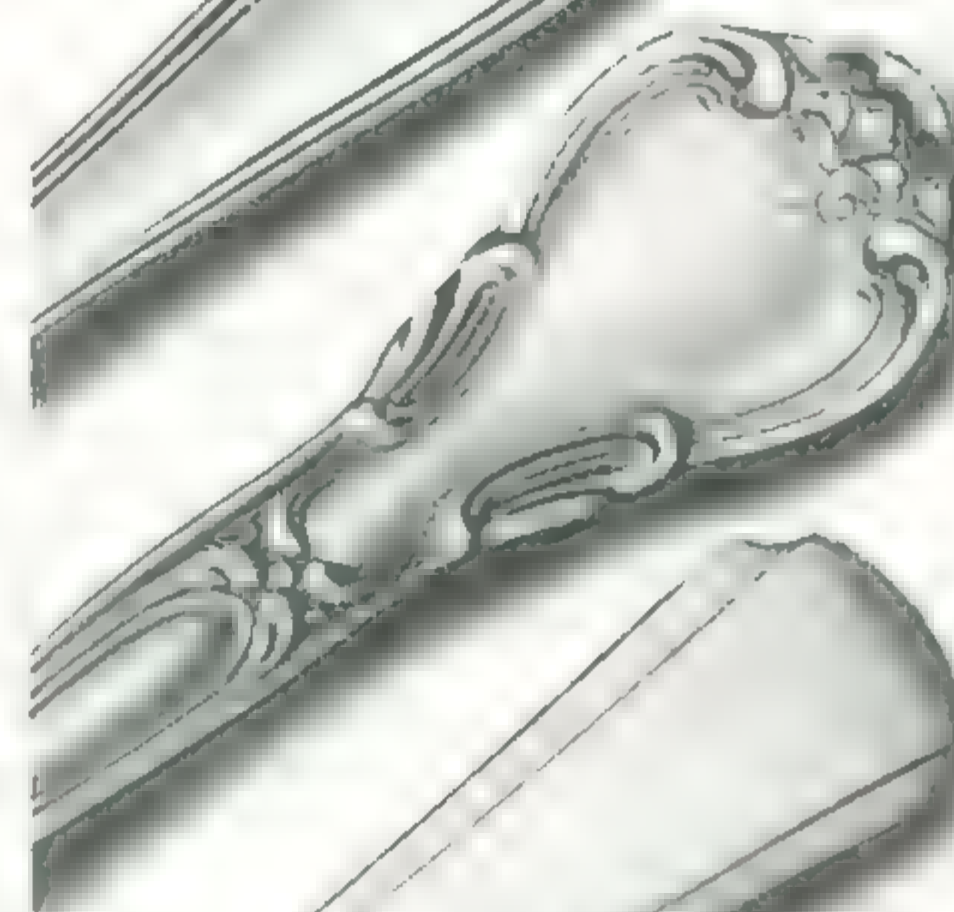
America's Leading Silversmiths • SINCE 1831



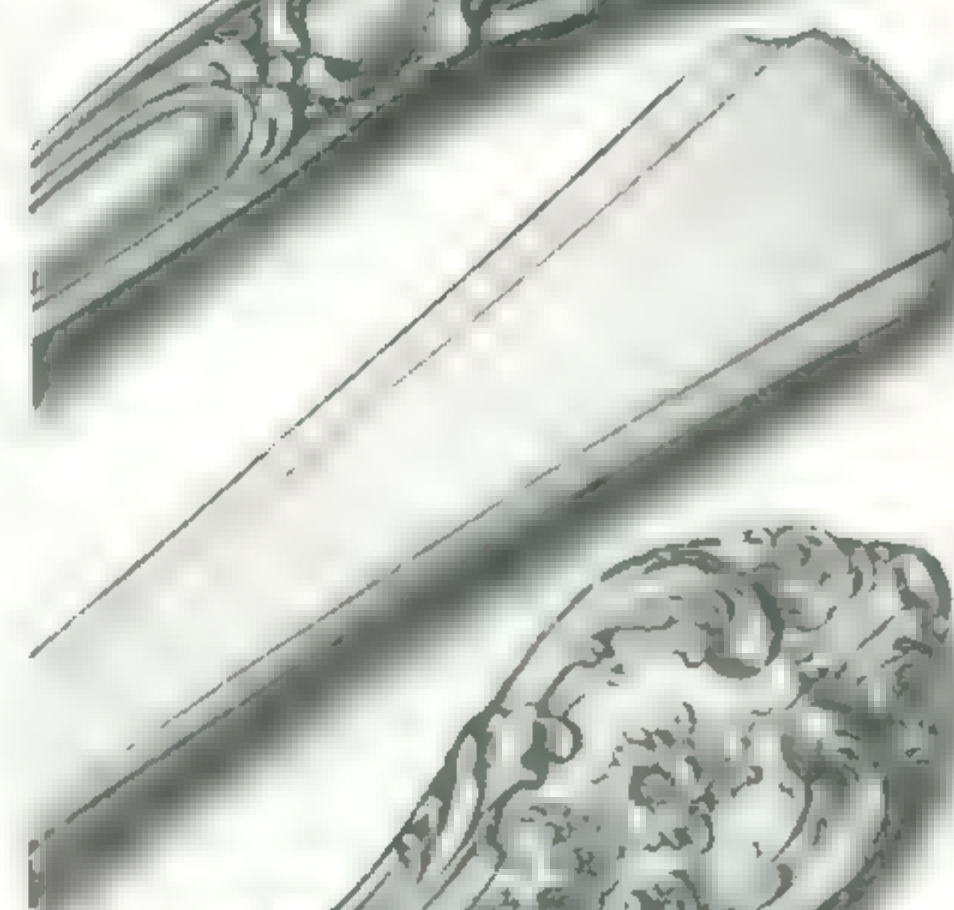
After twenty-five years . . . still in love with each other and with their bridal sterling silver pattern.



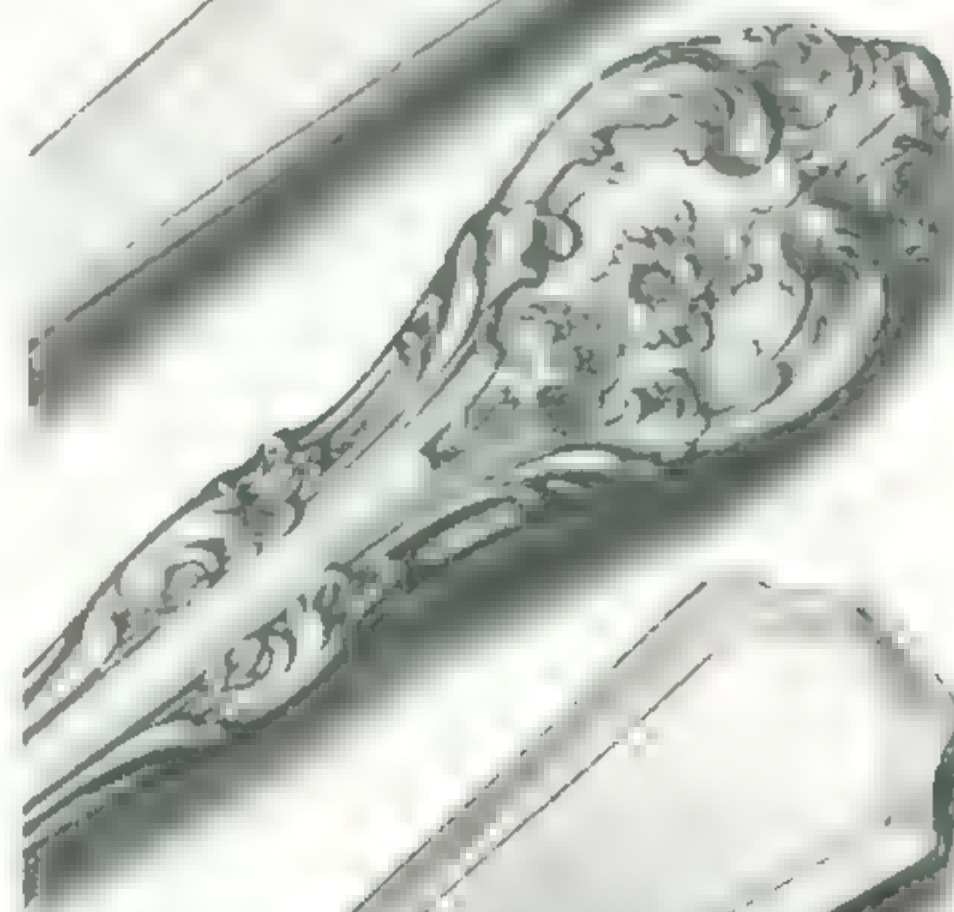
NOCTURNE
6-piece place-setting \$17.17



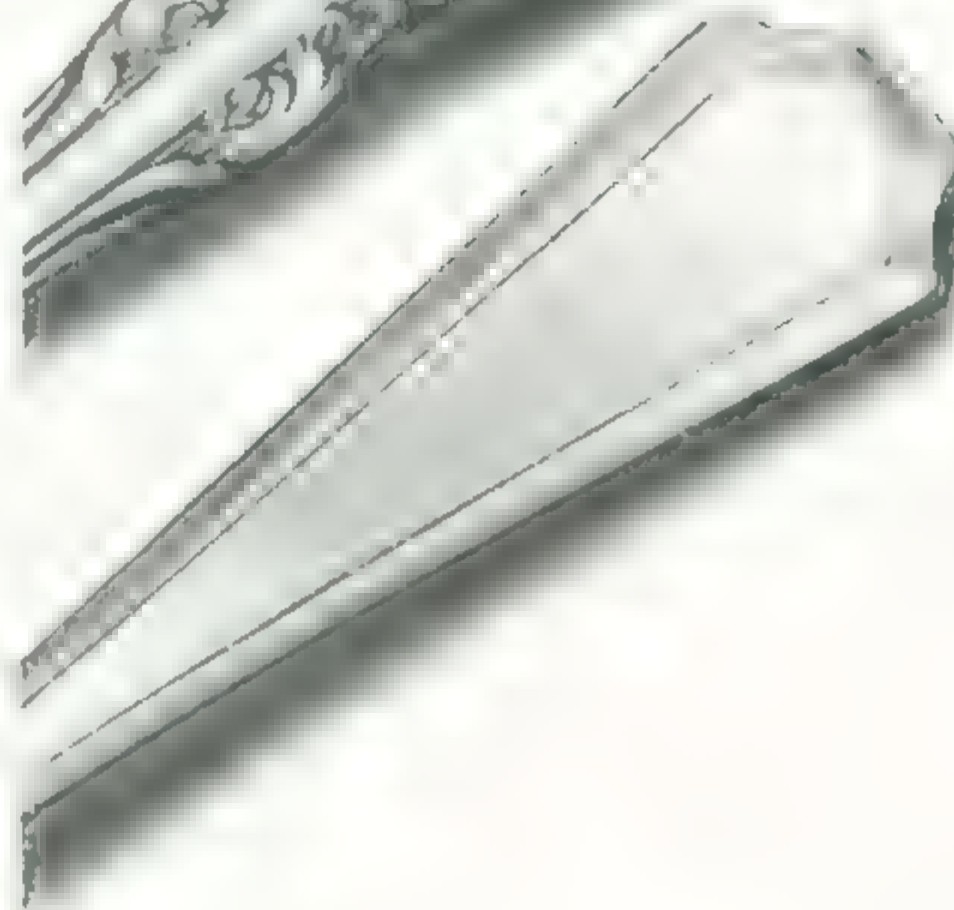
CHANTILLY
6-piece place-setting \$16.33



GOVERNOR'S LADY
6-piece place-setting \$16.92



KING EDWARD
6-piece place-setting \$17.17



FAIRFAX
6-piece place-setting \$16.50

THE GORHAM COMPANY, DEPT. V-5, PROVIDENCE, R. I.

Please send me free literature, and your new booklet on table setting and silver service, for which I enclose 10c.

NAME.....

STREET.....

CITY.....STATE.....

Pamper your feminine taste for dainties with ladyfingers of airy rayon mesh, and of frosty lace net as in Regina, the flattering longer glove shown on the figure, \$1.50. In white or delectable pastels these pretty gloves delight the eye, cool the hand, and refresh the costume. You will find them in better stores everywhere—and you may depend on them for sturdiness despite their delicate disguise, for they're fine, typically well-made gloves by Van Raalte — created and produced in America.



Van Raalte

CREATES

Lacy LADYFINGERS

TO PLEASE A TASTE FOR DAINTIES



CORONET (upper left) Strips of mesh and embroidered rayon Fauntex streamline this pretty glove. Plain mesh palm. . . \$1

HIGHNESS (lower left) Elastic shirring flares into a frivolous cuff in this glove of breezy mesh. . . \$1

PRINCESS (left) Embroidered mesh with plain mesh palm for coolness. . \$1

DUCHESS (right) Embroidered lace net fashions a glamorous glove. . \$1

"because you love nice things"

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES
417 FIFTH AVENUE, NEW YORK, N. Y.

THE WHOLE TOWN'S

WALKING

Whether you are hiking in the country or dashing from date to date in town, you always know you're *right* in Arnold Authentics or Townstyles. You feel right because their famous Arnold Glove Grip makes them fit so comfortably. And you know you look right because their styles go so perfectly with all your sport clothes and outdoor things.

Here are some of the season's newest Authentics and Townstyles in combinations of white and brown. Your nearest Arnold dealer can show you these and many other styles, colors, and leathers. But don't just ask to see them. Take time enough for a try-on. . . . Mostly \$10.95; Denver and West, slightly higher.

M. N. ARNOLD SHOE CO. So. Weymouth, Mass.

in

ARNOLD

Authentics

ENGLISH STORES

London Lillywhites, Ltd.
Harvey Nichols & Co., Ltd.
Bromley (Kent) Russell & Bromley, Ltd.
Kingston-on-Thames (Surrey) Bentalls
Bermuda Trimmings'

Albany E. A. Beaumont Co.
Allentown Wetherhold & Metzger
Ann Arbor Van Boven, Inc.
Ardmore Best & Co.
Atlanta J. P. Allen & Co.
Augusta, Ga. Saxon-Cullum
Baltimore N. Hess' Sons
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Brookline Best & Co.
Thayer McNeil Co.
Buffalo Flint & Kent
Carmel Imelman's
Charlotte, N. C. Montaldo's
Chicago O'Connor & Goldberg
Cincinnati H. & S. Pogue Co.
Cleveland

Murray Bender at Peck & Peck
Dallas Whiddon-Gilmore
Dayton Elder & Johnston Co.
Denver The Gano-Downs Co.
Detroit Plunkett Brothers
East Orange Best & Co.
Garden City Best & Co.
Grand Rapids Steketee's
Greensburg Royer's
Greenville Meyers-Arnold
Harrisburg, Pa. Mary Sachs
Hartford G. Fox & Co.
Houston The Fashion
Indianapolis L. S. Ayres & Co.
Jacksonville Levy's
Kalamazoo Gilmore Brothers

Kansas City John Taylor's
Lancaster, Pa. Shaub's
Lima Sill Shoe Co.
Los Angeles J. W. Robinson
Louisville Byck Brothers
Mamaroneck Best & Co.
Memphis Levy's
Miami Burdine's
Milwaukee The Boston Store
Minneapolis

The Dayton Company
Morristown Mills-Grayer
New Haven Hamilton & Co.
New Orleans Kreeger's
New York City Best & Co.
Oakland H. C. Capwell Co.
Ogden L. R. Samuels
Philadelphia John Wanamaker
Pittsburgh Joseph Horne Co.
Portland, Me. J. E. Palmer Co.
Providence Gladding's
Reading Mary Sachs
Richmond Miller & Rhoads
Rochester, N. Y. B. Forman
Sacramento Bon Marche
Salt Lake City Makoff's
San Diego The Marston Co.
San Francisco I. Magnin
Scranton The Heinz Store
Seattle Frederick & Nelson
Sioux City T. S. Martin Co.
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Albert Steiger Co.
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St. Paul Field-Schlick, Inc.
St. Petersburg Willson-Chase Co.

Tampa Maas Bros
Toledo Plunkett Brothers
Washington, D. C.

Woodward & Lothrop
Best & Co.
Waterbury Jones Morgan Co.
Wellesley Thayer McNeil Co.
West Palm Beach Hatch's
Wilmington, Del. Hylander's
York Newswanger's
Youngstown Strouss-Hirshberg

ARNOLD RANGER

DUCHESS
An Arnold Townstyle

STYLIST
An Arnold Townstyle

ARNOLDAIRE

ARNOLD PRO

RESTAURANTS—dining

DIVAN PARISIEN
17 East 43rd St.
Le Restaurant Par Excellence, Cuisine Française.
Famous for "Chicken Divan" and special salads.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning Vanderbilt 3-7897

JANE DAVIES'
115 West 53rd St.
Luncheon 55c, 65c, 75c Dinner \$1 and \$1.25
Vintage Wines

10 W. 55 FRANCES LYNN 52 E. 52
Smart clientele, deft service, delicious food.
The Gainsborough, 222 Central Park S.
Luncheon 50c, 85c Dinner 99c, \$1.25

ALEXANDRA RESTAURANT—8 East 19th Street
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1. Dinner from \$1.50 in the Main Dining Room. Dollar London-Buffer-Dinner before theatre in the Bar.

15 East 52nd HENRI Plaza 3-7130
Finest food prepared in the true French manner. Luncheon \$1.50, Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

THE BLUE BOWL AT 157 EAST 48th ST.
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

KENTUCKY SERVES A MEAL
Featuring Suppers from 85c to \$1.25
Luncheon from 75c—Dinner from \$1.25 to \$1.50
Elizabeth D. Reynolds, Inc., 15 East 18th St.

MIYAKO—JAPANESE CUISINE, 310 West 58th St. Columbus 5-0577. Famous original Sukiyaki cooked right on your table. Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

LITTLE OLD MANSION—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Luncheon 60c up. Dinner \$1 up. Open Sunday 1 P.M. to 8:30.

RESTAURANT MAYAN, 16 W. 51st St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner prix fixe from \$1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT
and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from \$1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from \$1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

CAFE LOUIS XIV—15 W. 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix Fixe Luncheon \$1.50. Pre-Theatre Dinner \$2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

CAFE CONTINENTAL, 10 EAST 52nd STREET
Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Dinner music. Comfortably air-conditioned. EL 5-9144.

CHAMBORD—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connoisseurs". Lunch from \$1.00. Dinner from \$2.00.

CAVIAR RESTAURANT—18 East 49th Street.
"Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, two wines. Luncheon, cocktail hour, dinner. Wickersham 2-2221.

JANET OF FRANCE, 237 W. 52 St., W. of B'way.
Famous for "onion soup". Dinner \$1 up; lunch 65c. Chateaubriand steak. It's always sailing time at Janet's Ship's Bar. Open Sundays. COL 5-8717.

PATRICIA MURPHY'S Candlelight Restaurants.
The Bachelorette—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

MAISON MAURICE RAVIOL, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

CURTAIN DINNER
before the Theatre
7 to 8:30 nightly

Served with dispatch to get you there when the curtain goes up. Sip as you hiss! Old time movies in the Netherland Bar daily.

No Couvert or Minimum
MUSIC BY TCHARKOVSKY

The SHERRY NETHERLAND
FIFTH AVENUE AT 59th STREET
Where the Park begins

THE GOURMET'S GUIDE



Now that America's millions are coming down on New York, like Byron's wolves on the fold, it is time the hosts and hostesses of Manhattan cocked an eye or two to the cupboard. What to do? How to feed the pack? How to entertain the scores of champing friends and bright-eyed cousins? How to prove to them that you know New York and New York knows you? These are the questions.

Here is one solution that will give variety to your bill of fare, one of those two-bird-one-stone solutions: dine out with your guests. Offer them the best of the world's dishes, with the best of entertainment: help them see New York at its best.

Vogue's Gourmet's Guide is, in a way, like a sling-shot, a sling-shot that will direct your stone, your one stone that will solve the two problems of sustaining and entertaining.

If you will look at the listing of distinguished restaurants in the adjoining columns, and then follow up the lead, your World's Fair problem of what to do with your guests will have become, not a worry, but a delight—for you and your guests alike. Let Vogue's Gourmet's Guide help you cut corners and select for you the best of New York's seventeen thousand restaurants. Go to the perennial World's Fair, the World's Fair of Restaurants.

RESTAURANTS—dining

JOSEPH'S—46 E. 52nd St.
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI 2-8173.

THEODORE'S, 4 East 58th Street, Plaza 3-6126
One of New York's outstanding restaurants. Famous for excellent food and service.
Luncheon \$1.10. Steak Dinner \$2.00.

JIMMY'S CAFE SAVINI (Formerly 53 E. 54th. Remember Jimmy?) Open for luncheon, cocktails, dinner, supper. Entertainment during supper. Specialty "Chicken Tetrazzini", 39 E. 49th St. EL 5-8960.

WHITE TURKEY TOWN HOUSE, One University Place on Washington Square. Delicious meals served in the informal surroundings of an old Colonial inn. Luncheon, cocktails, dinner—Sundays too. In Danbury, Conn., it's the White Turkey Inn.

BARBOUR
1 West 52nd Street at Fifth Avenue.
Special three course luncheon \$6.00, served 11:45 to 3. Four course dinner \$1. Soundproofed. Bar and Grill.

CAFE ST. DENIS
11 East 53rd Street, EL 5-8032. A real French Restaurant catering to cosmopolitan tastes. Lunch from 75c, Dinner from \$1.25. Also à la carte.

AU BON VIVANT, 112 E. 55 Street.
Where congenial people enjoy an interlude of truly pleasant dining. Luncheon 85c. Dinner \$1.50. Cocktails. Everything prepared to order.

SCHRAFFT'S, Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sides, Ice Cream, Cakes, Candy, Club. Dinner \$1.35. Schrafft's in greater N. Y.

RUBY FOO'S (EAST SIDE), 161 East 54th St. Ultra Refined Atmosphere—Finest Chinese Food. Luncheons 50c to 65c—A la Carte for Dinner & Supper. Intimate Cocktail Lounge, Plaza 3-2477.

LA CREMAILLERE
Formerly on the Roof 30 Central Park S. Now 24 E. 62nd. Cocktail lounge. Cuisine and cellar of reputation. Lunch from \$1. Dinner from \$1.75. RH 4-9671.

KUNGSHOLM, 142 E. 55 St.
Famous Swedish specialties. Smorgasbord luncheon 75c. Dinner de luxe \$1.25. Also à la carte. Cocktail bar and lounge. Music by Muzak. EL 5-8183.

4 W. 49th SUZAN PALMER 11 A.M. to 11 P.M.
No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from \$1.00. Try the famous oyster bar.

LAFAYETTE—9th St. at University Place. Renowned for French Cuisine since 1883. Prix Fixe Luncheon and Dinner. Also A la Carte. Good wines. Dinner music. Also French Café.

THE CLARK STUDIOS
NOANK, CONN.
OFF ROUTE 1

Luncheon— 75c to \$1 Dinner— \$1. to \$2.50
Native Lobsters Clam Bar
Tea 75c—\$1
Card Parties Accommodated

RESTAURANTS—with dancing

LE COQ ROUGE—67 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. Plaza 3-8887.

EL CHICO, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. Daily except Monday. Dinner \$1.50 & \$2.00—No Cover Charge. Minimum Weekdays \$1.50—Saturday \$2—Air-Conditioned. Chelsea 2-4615—Listen NBC every week.

LARUE—45 East 58th Street, VOI 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Air conditioned to your comfort. Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

RUSSIAN BEAR—645 Lexington Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for excellent Russian cuisine. True Russian Atmosphere. Balalaika Music. Dancing. EL 5-9088.

OUT-O'-DOORS

PAVILLON MARGUERY. A truly French Restaurant. 47th & Park Ave., WI 2-8494. Coolest garden in town protected from sun and rain. Luncheon, Cocktail Hour, and Dinner at popular prices.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apartments—just off 5th Ave.) Cool and restful—lovely shade trees. Luncheon from 60c, large cocktails from 25c, dinner from \$1.00. Also à la carte. Also air-conditioned indoor restaurant.

ST. MORITZ-ON-THE-PARK, 50 Central Park S.—Dinner and supper dancing in the cool Sky Gardens. All-star show. Home of Café de la Paix. Featuring America's first Sidewalk Café and Zito's dance music.

PROMENADE CAFE, Lower Plaza, 49-50 Sts. Rockefeller Center. Superb food in a garden setting. Shade trees—ray umbrellas. Luncheon Entrees from 50c, Prix Fixe Dinner from \$1.50. Music.

LOUNGE BAR

WHALER BAR—Madison Ave. at 34th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

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Rendezvous
Margo AT THE PIANO
150 W. 58 St. N.Y.C.
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715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1. to \$1.50.

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LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets. So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371

BEAU SEJOUR, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

LEO GERARD'S. Jericho Turnpike, S. Huntington, Rt. 25. Former private estate in woodland setting. Willy Field's orchestra. Specializing in shore dinners and deviled crab. Old pine tap room. Hunt. 650.

ROSLYN MILL TEA HOUSE. In Roslyn on route 20A. Old Grist Mill built in 1701, replete with Colonial charm and atmosphere. Luncheon, tea or dinner on terrace overlooking harbor.

TIFFIN SHOP, INC. Franklin Ave., Garden City. Enjoy a real American dinner. Colonial atmosphere. Stop in for luncheon or tea when in Long Island's exclusive shopping area. Attractive outdoor terrace.

WESTCHESTER

ANNA HELD'S COUNTRY INN—Bronx River Parkway, East of Peekskill. The unique spot in Westchester. Luncheon—Cocktails—Dinner. Visit the Anna Held Museum. Your hosts—Anna Held, Jr.

NEW YORK STATE

THE TOWER INN (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

CONNECTICUT

WAKE ROBIN INN, Lakeville. Via Eastern States Pkwy. Charming country home. Broad veranda, spacious grounds. Golf, tennis, swimming, riding. Ross, the cook tempts you with delicious Southern dishes.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster, also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. April into November.

CURTIS HOUSE, Woodbury—on Rts. 6 and 202. 20 mi. No. of Danbury. Famous Colonial Inn. Broiled steaks. Onion soup. Herb Salad. Cocktails. Luncheon and Dinner \$1 to \$2.50. Tel. Woodbury 212.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

MASSACHUSETTS

THE BLACK HORSE INN—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Hingham 1161.

VERMONT

MONUMENT INN
Bennington, Vermont. One of the Best Inns in New England—French Cuisine—Delightful Rooms. Under direction of Mr. Theodore Titze.

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HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

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EMILE PETTI and his Cosmopolitans
THE COCKTAIL HOUR
DANCING Daily and Sunday and after the Theatre
SNACK BAR Luncheon and Dinner Daily and Sunday

SAVOY-PLAZA

FIFTH AVENUE • 58th TO 59th STS.



*"Oh, I hate 'Mystery Runs'!"—
"Me too—that's why I love Cannon Stockings"*

1.

"Isn't that maddening? That's my last pair of stockings— and Bill will be here any minute! What the dickens starts those 'mystery runs' anyhow?"

"I know . . . tiny hidden weaknesses. I found out about it at the store today."



2.

"Well, I think there ought to be a LAW! Why doesn't somebody DO something?"

"Cannon has, pet . . . They've got an uncanny air-pressure machine that spots even the *invisible* flaws in a stocking. And they inspect every stocking three times. Then finally they *seal* the perfect ones in cellophane envelopes . . . to *keep* them perfect until they get to you."



3.

"I'll bet that *system* saves a cute little amount of stocking money in a year . . . Lordy, Lordy, there's the door-bell! Oh— what *wouldn't* I give for a pair of Cannon stockings right this minute!"

"Peace, angel . . . I brought some home with me today. You never saw sheerer, clearer stockings in all your life! Here you are—aren't they lovely?"



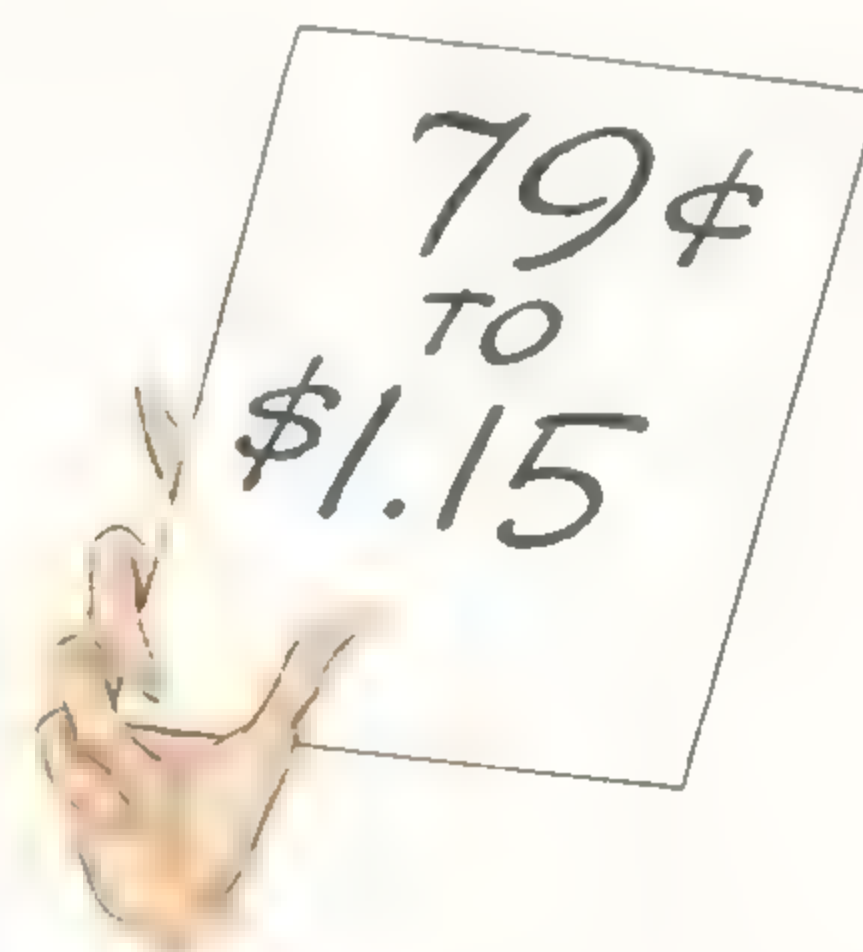
WHAT'S THAT stamped on the hem of every shadow-sheer Cannon stocking? Cannon's "Wearing Guide": thread-count and suggested use permanently marked—so you won't be pulling on 2-threads when you wanted 4-threads.



SHOPPING-HELPER: Each lovely pair's thread-count, size, shade . . . are printed on the outside label of the Cannon cellophane Handy Pack. Save it for easy reordering. Tuck it into your purse when you go shopping—or mail it in.



2-thread to service weight . . . new Spring shades. Made by Cannon Mills—Also makers of Cannon Towels and Sheets. Cannon Mills, Inc., 70 Worth Street, New York, N.Y.





There's personality in your Luggage, too

You'll love traveling this year—in this *modern* manner, with greater *convenience* to yourself. Wheary's newest luggage, "Stream-Gard," fully expresses your own feelings (and other experienced travelers') of what smart and *really helpful* luggage should be. It's as *voguish* as it is cleverly arranged . . . lots more efficient in the simple, sensible way it keeps things wrinkle-free. The outside corners and other much-abused surfaces are neatly protected with non-corrosive stainless steel,

which adds miles and years to its serviceability and lends a distinctive style-accent. . . . Perhaps you would like to have the booklet, "What To Take and How To Pack It." It is yours if you will merely write to the Wheary Trunk Company, Racine, Wisconsin, or ask for it when you visit our display rooms in the Empire State Building, New York City. Wheary trunks and hand luggage come in many different styles, of many different materials . . . available for as little as \$12.50, and up, at most of the better shops and stores.



"Your Luggage,
Please"

ALL THIS IN AN AVIATRIX STREAM-GARD

- | | |
|-----------------------------|------------------|
| 3—Day dresses | 3—Nightgowns |
| 1—Evening gown | 1—Jewel box |
| 1—Sport jacket | 1—Pair mules |
| 1—Dress jacket | 2—Girdles |
| 2—Hats | 6—Hose |
| 3—Panties and "Bras" | 4—Slips |
| 2—Cashmere sweaters | |
| 2—Skirts (day & evening) | |
| 2—Sets day accessories | |
| 1—Set evening accessories | |
| 1—Negligee or lounging coat | |
| 1—Cosmetics case | 12—Handkerchiefs |
- Yet "Aviatrix" is but 21" long,
weighs less than 10 lbs. empty!

WHEARY

Luggage

A GLORIOUS VACATION IN

Gay Germany

Music and joy . . . smiling faces and happiness . . . you'll find Germany gay and carefree. The great seaports of Bremen and Hamburg open their hospitable portals. A swift streamliner speeds you to Berlin—that dynamic metropolis full of life. Leipzig, Dresden, Nuremberg, Bayreuth . . . cities of romantic history, great art treasures and fascinating festivals. Then Munich, city of art and fine living . . . Salzburg of festival fame . . . gay Vienna and the Blue Danube. The German Alps with sky high peaks, emerald lakes and picture book towns. The virgin charm of the Black Forest. A glorious Rhine trip on white steamers, past ancient castles and famed vineyards, to Mainz and Frankfurt, Cologne and Duesseldorf—each city alone worth the trip. Or, for rejuvenation, a pleasant stay at one of Germany's famous health resorts. A trip to Germany is the realization of your dream of a real happy and sensible vacation.

It is inexpensive and simple, too. We help you in your planning. A swift ocean liner carries you across—and big money-saving advantages are yours:

60% reductions in railroad fares
 "Travel Marks" save about **40%**

These reductions to foreign visitors bring the cost of travel in Germany within the means of everyone and add to the enjoyment of a pleasant trip.

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For further information consult your travel agent, or

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ARIZONA

Phoenix

Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

Tucson

Santa Rita Hotel. 250 rms. Airconditioned. Tucson Social center; Western hospitality. Fine cuisine; famous dance bands. Polo, Golf, Nick Hall, Mtr.

ARKANSAS

Hot Springs National Park



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Right on your way to either Fair via "Broadway of America", all-paved coast to coast. Golf, fishing, water sports. Pine-clad Ozarks. Curative Baths for arthritis, high blood pressure, etc. One of the South's finest resort hotels for comfort, cuisine, relaxation. An ideal stop-over. For folder and tariffs, address W. E. Chester, Gen'l Mgr.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

Colorado Springs

The Broadmoor. At the foot of Pike's Peak. Aristocrat of resort hotels—center of social and sports activities in the West. Brochure on request.

Evergreen



TROUTDALE-IN-THE-PINES

Luxurious 140-room hotel and 35 rustic cabins in the heart of cool, colorful Rockies 7,500-ft. altitude—30 miles from Denver. Where exhilarating, healthful mountain air and scenic wonders afford a perfect setting for every type of recreation and rest. All sports. Finest cuisine. American plan only—from \$5 per day. Advance reservations advisable.

Rocky Mountain National Park—Estes Park

Stanley Hotel. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Smart tap room. Renowned cuisine. Sensible rates.

CONNECTICUT

Indian Neck—Branford



THE MONTOWESE

Opening in June—74th year under Bryan Management. Delightfully situated on Long Island Sound in midst of beautiful shade trees. Private sandy beach. Sports include: Sailing, fishing, tennis, badminton, dancing. Convenient to golf. Cocktail lounge. Orchestra. American plan. Restricted clientele. Ideal for families and young people. Only 80 miles from New York. Write for Booklet V.

Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

MAINE

Friendship—Martin Point

Mayflower on the Sea. A summering place of marked individuality. Unusual location. Excellent food. Restricted clientele. Write for illustrated Brochures.

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

Ogunquit

Sparhawk Hall. At salt water's edge. Surf bathing. Sandy beach. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

GEORGIA

Sea Island



BEACH AND POOL AT SEA ISLAND

Ocean breezes cool play days at Sea Island, where broad beach and adjacent fresh-water pool center summer activity. Variety each day with superb golf, tennis, skeet, fishing, sailing, dancing indoors or beneath the stars. At The Cloister, palatable tempting meals, expert service, distinctive setting, friendly air, yet most considerate rate. N. Y. Office, 630-5th Ave., Cl. 5-8055.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

Sherwood Forest

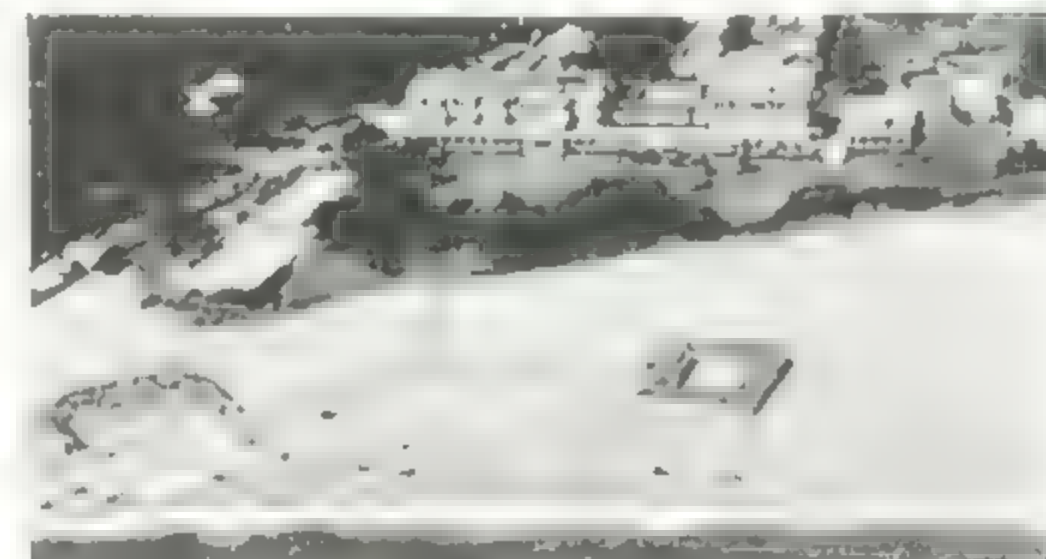
Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

Cape Cod—Falmouth Heights

Terrace Gables Hotel, overlooking Vineyard Sound. Fireproofed, warm bathing, safe for children, boating, fishing. Unexcelled cuisine. From \$6. Open June 10th.

Cape Cod—West Harwich-by-the-Sea



THE BELMONT

Where the pines meet the ocean on Cape Cod's delightful South Shore, this famous seaside hotel nestles at the edge of its own private beach—a beach fringed with clear, clean salt water averaging 72 degrees. A splendid family hotel offering a diversity of recreational features. Ideal beach life with buffet luncheons. Opens June 23rd. Benjamin Johnson Estate.

Magnolia



THE OCEANSIDE AND COTTAGES

For 60 years one of New England's outstanding resorts. Comfortable accommodations. Delicious cuisine. Private beach. Theatre. Orchestra. Restricted clientele. Booklet. "The air is sparkling, cool and clear. The foliage bright and green; Each gift of God is gathered here, in harmony serene." George C. Krewson, Jr., President.

Swampscott



NEW OCEAN HOUSE

On the picturesque North Shore. . . . Ideal seaside and country environment. . . . Convenient to historic points. . . . Private beach. . . . All recreational features including golf, tennis, fishing, riding and yachting. . . . Comfortable and spacious accommodations. . . . Cuisine includes many sea food specialties. . . . Best patronage. . . . Open May 10th. . . . Booklet. . . . Clement Kennedy, President.



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Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

Northampton

Wiggins Old Country Store, Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

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Riviera-Locarno Apt. Hotels. 229-235 Ward Parkway. For fine living. Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms, 2 & 3 baths.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motorizing, lake and mountain sports. One hour west of Reno on U. S. Route 50.

NEW HAMPSHIRE

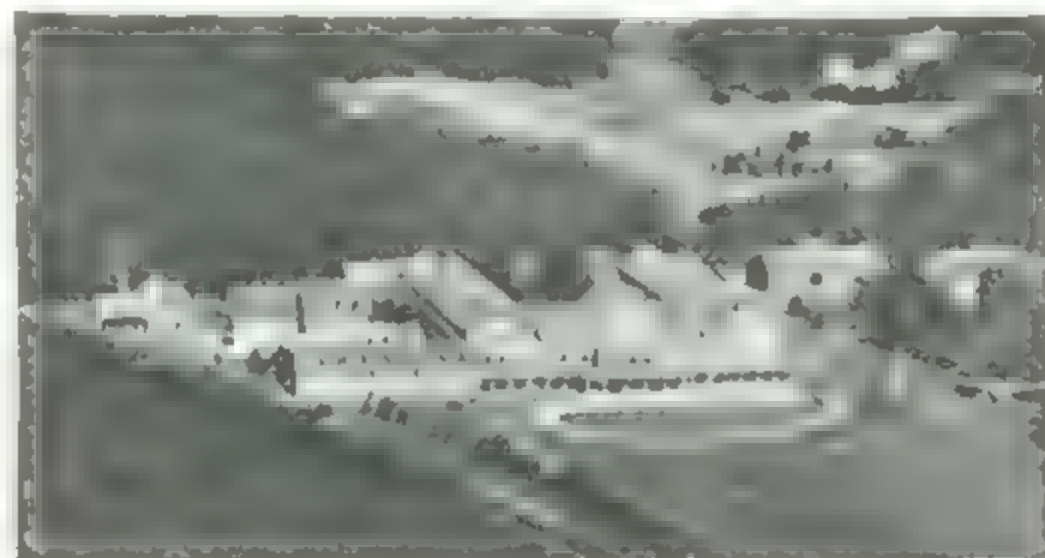
White Mountains—Bretton Woods



THE MOUNT WASHINGTON

Located at the foot of the majestic Presidential Range. 10,000 acre estate. Golf under direction of Lawson Little. Tennis, fishing, riding—all sports. Outdoor swimming pool and sun beach. Smart night club—The Moon Room—with dancing and entertainment nightly. Latest motion pictures. Elevation 1600 ft. No hay fever. John F. Sanderson, Mgr. Selected clientele. July 1st to Sept. 15th.

White Mountains—Crawford Notch



CRAWFORD HOUSE AT CRAWFORD NOTCH

Discriminating people return every year to the Crawford House. Up-to-date rooming space—the best of food—Boston Symphony music—Golf—Tennis—Swimming—Riding—Boating—Hiking—no hay fever. Season June 27-Oct. 5. Rates with meals \$6 a day and up. Booklet and diagnosis of weekly rates address: Barron Hotel Co., Crawford Notch, N. H. or ask Mr. Foster Travel Offices.

White Mountains—Franconia Notch



THE FOREST HILLS HOTEL

The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

HORSE SHOW

The Atlantic City Horse Show in the resort's great municipal convention Hall, May 16 to 20, again raises the curtain on the national horse show circuit and will find many of the thoroughbreds making their initial appearances in the show ring competing for the \$25,000 in trophies and prize money. The committee this year has added several classes for amateurs as well as a division for juniors. The hunter division has been enlarged and the jumper division will again include the touch and out sweepstakes which was omitted in 1938. Another new stake is the \$250 class for fine harness horses. The famous show with its beautiful woodland and garden setting will present an unusually fine list of entries this year.

DOGS! DOGS! DOGS!

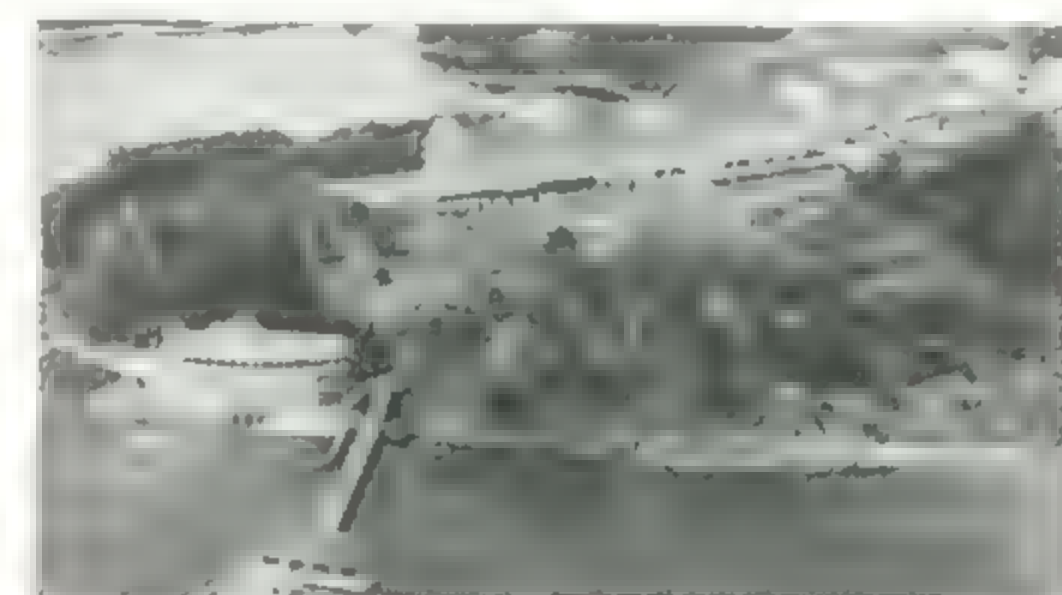
Include the Morris & Essex, America's largest dog show, in your itinerary if you're New York bound the last weekend of May. The show to be staged on the polo field at Giralda Farms, Madison, New Jersey, on Saturday, May 27th, is unmatched for bril-

NEW HAMPSHIRE

Hanover

Hanover Inn, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

Portsmouth



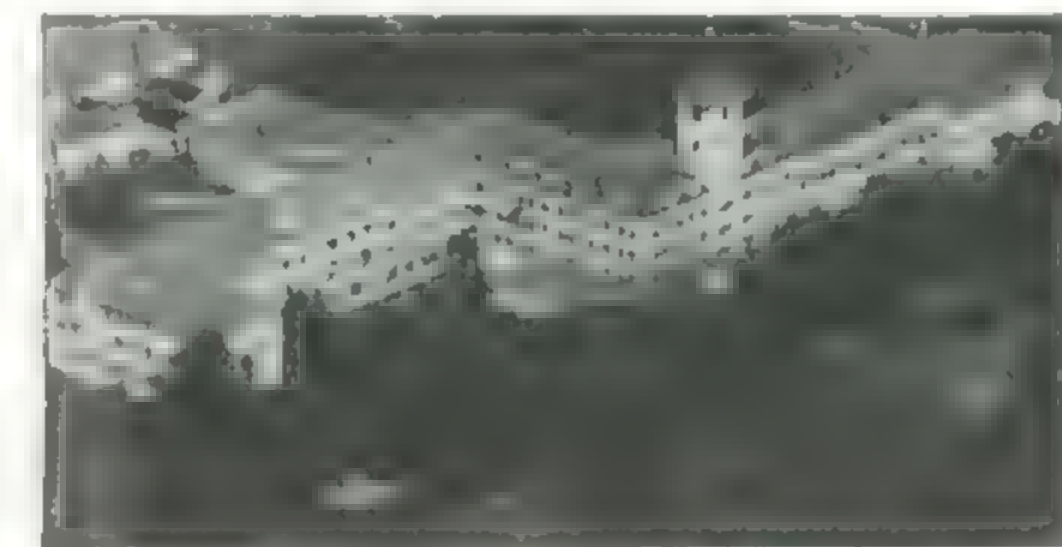
THE WENTWORTH BY-THE-SEA

A delightful summer home late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation, Golf, tennis, ocean swimming pool, etc. Write for illustrated folder containing complete information and map. Farragut Hotel, Rye Beach, New Hampshire under same management.

Squam Lake—Holderness

The Asquam Hotel. High over lake, wide view of mountains. Established 1880. Restricted clientele. On U.S. 3. \$5 up, per day. Illustrated leaflet.

White Mountains—Whitefield



THE MOUNTAIN VIEW HOUSE

In an unusual location on a private estate, serving for many years a distinguished clientele, where Hospitality is a tradition and the cuisine and service are outstanding features. Offers all outdoor sports and an interesting social life. Booklet and rate schedule upon request. W. F. Dodge & Son, Season June 15-October 20.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

TRAVELOG

HOTELS AND RESORTS

liance, color and all-round enjoyment. Top notch dogs of seventy-nine breeds from every corner of America will meet at Madison for competition—how many no one can yet tell but it's safe to predict that the entry will exceed last year's figure of 4,213.

SPEED AT ATLANTIC CITY

Plans are nearing completion for the annual Around-Absecon Island Motor Boat race which will be held at Atlantic City on May 30 and the list of entries this year is expected to include at least one of the foreign drivers. Count Theo Rossi, Italian speedboat driver, who last year won the Gold Cup and President's Cup and most of the 12 litre class events both in the United States and abroad, has indicated that he will be on hand to compete for the "Judge" Emil Auerbach Trophy. The trophy is the world's largest and the race the world's most difficult speed boating classic. It is to boating what the Vanderbilt Cup race is to automobile racing and the Grand National Steeplechase to horse racing. It presents a combination of 22.6 miles of rough open sea and winding inland canals.

NEW HAMPSHIRE

White Mountains—Jefferson

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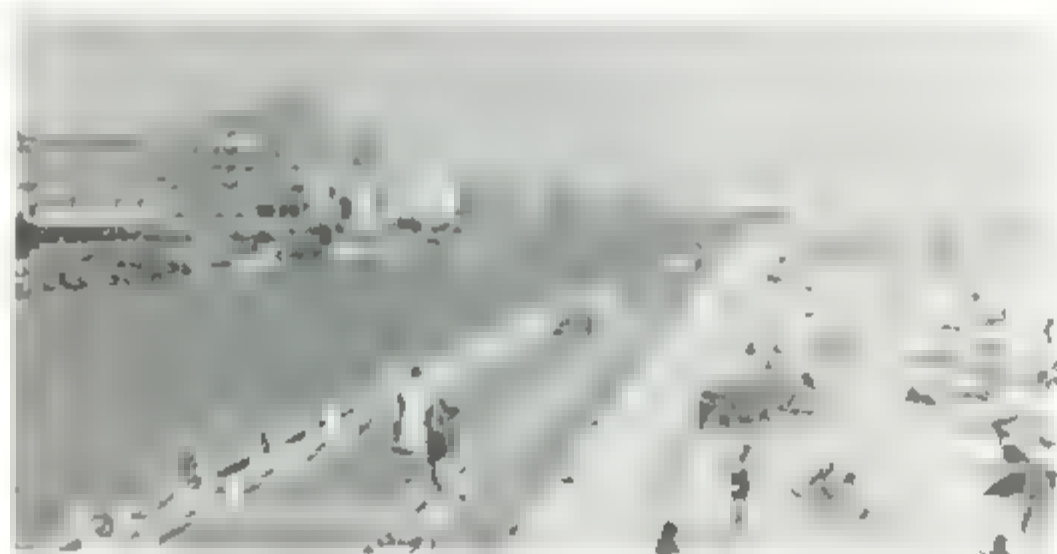
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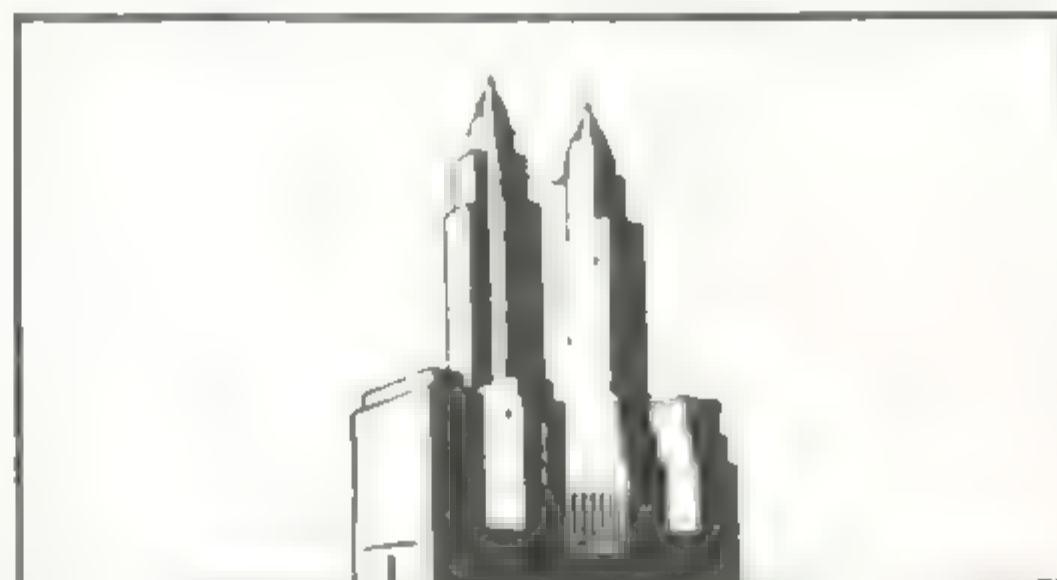
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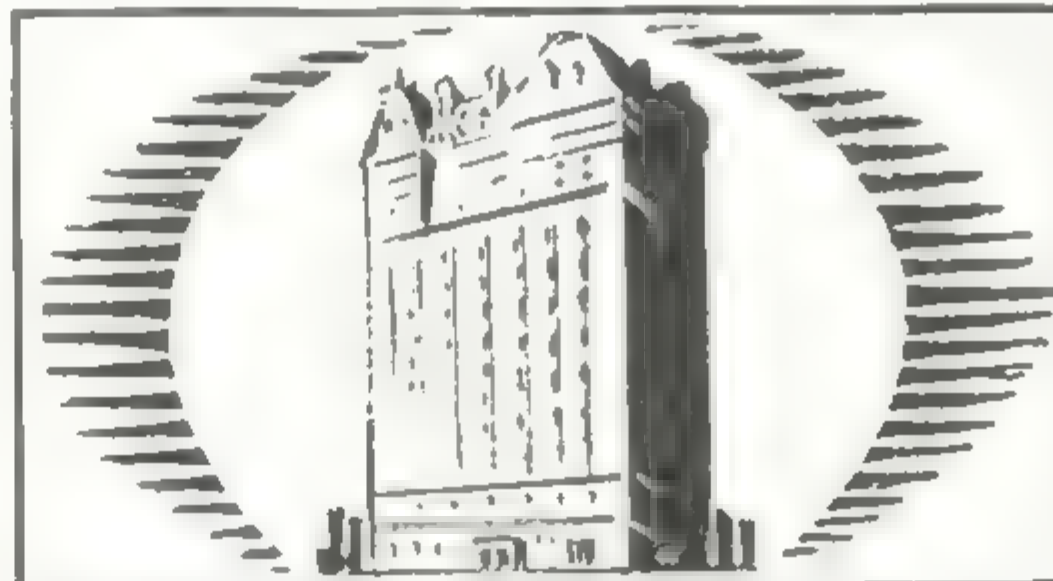
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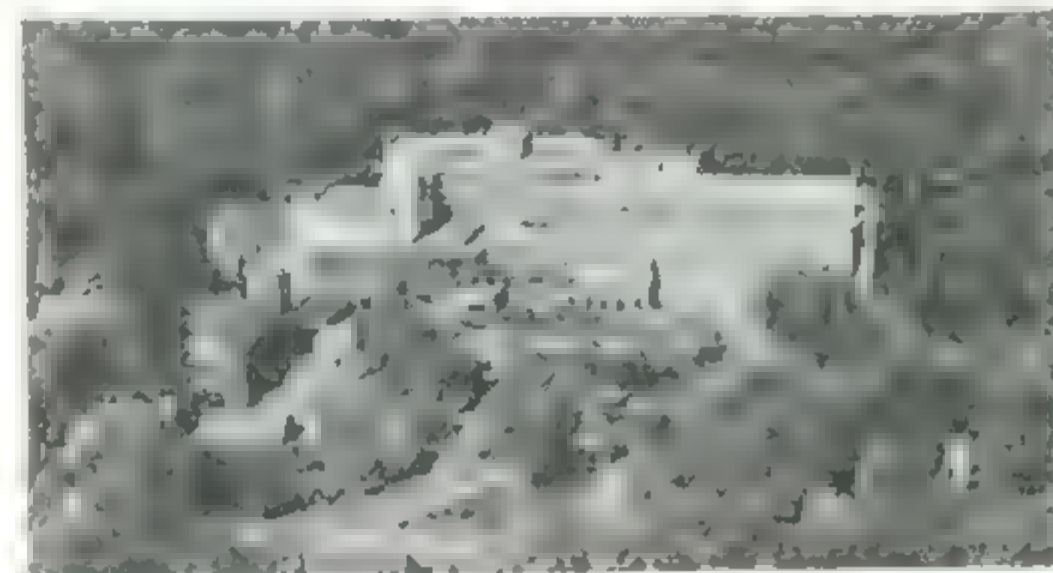
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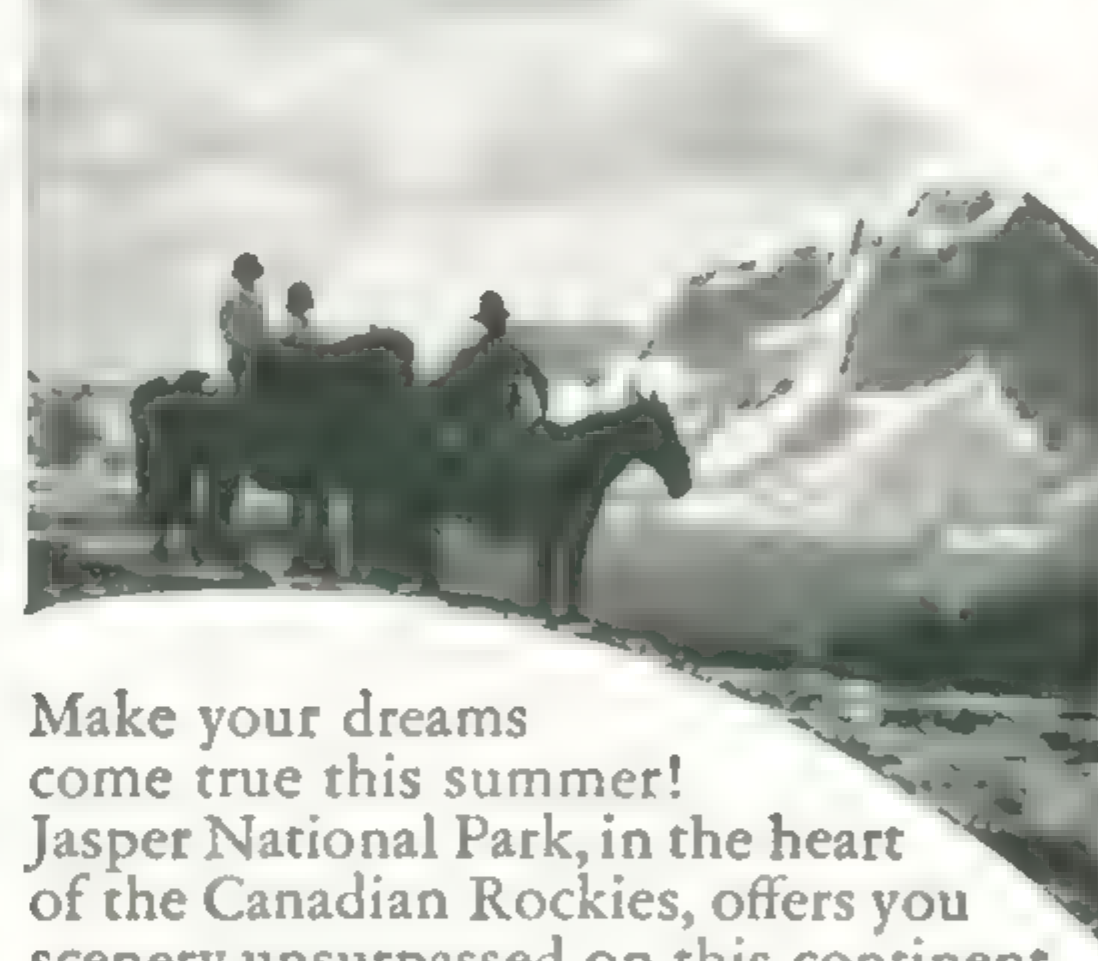
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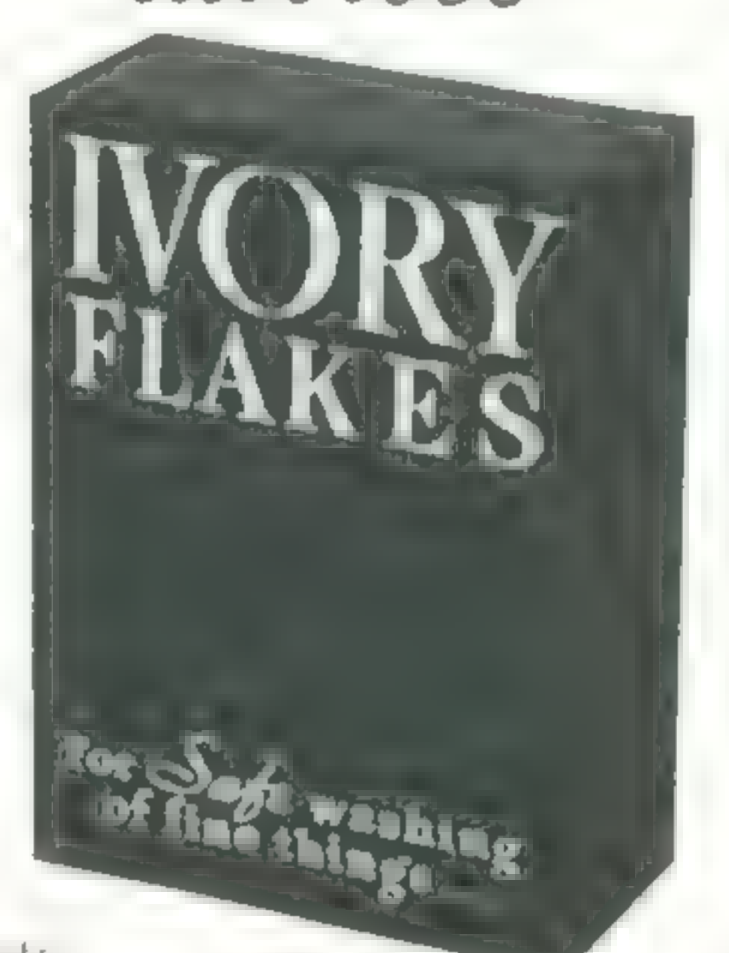
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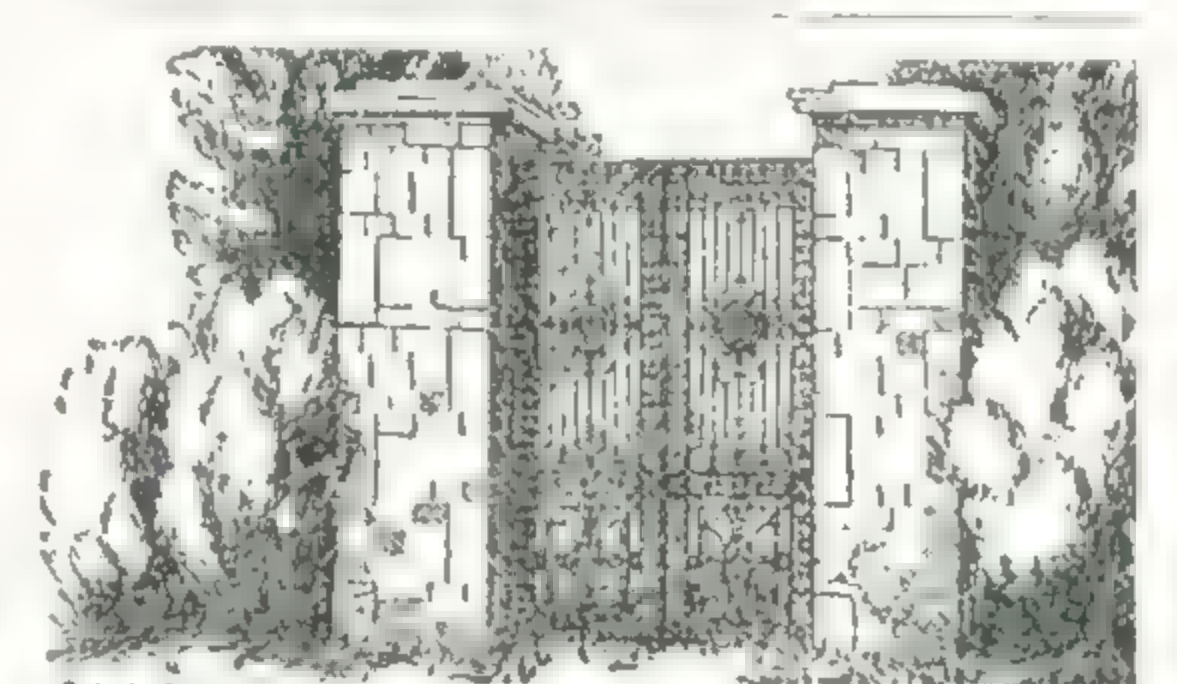
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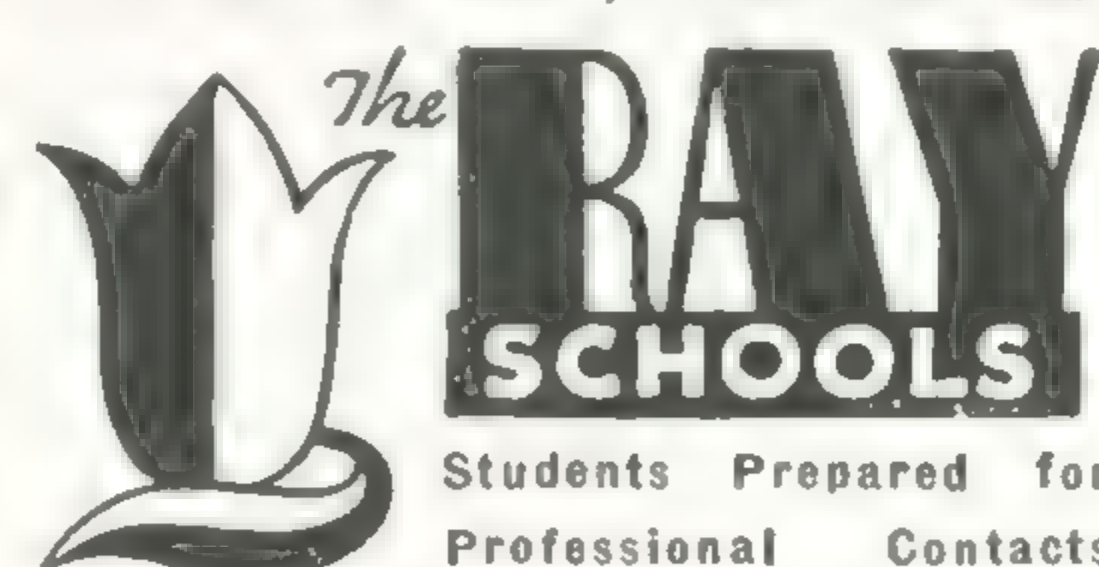
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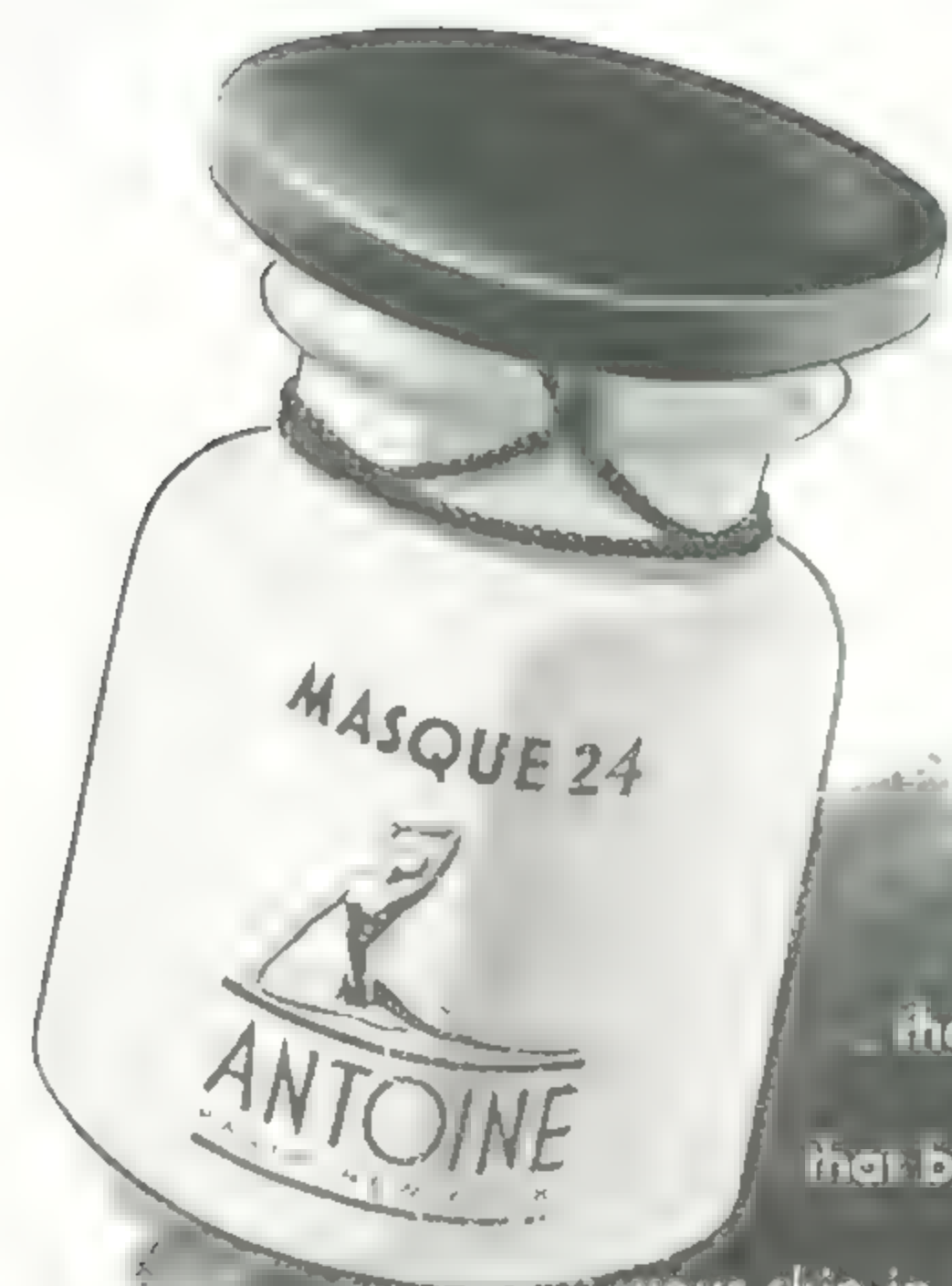
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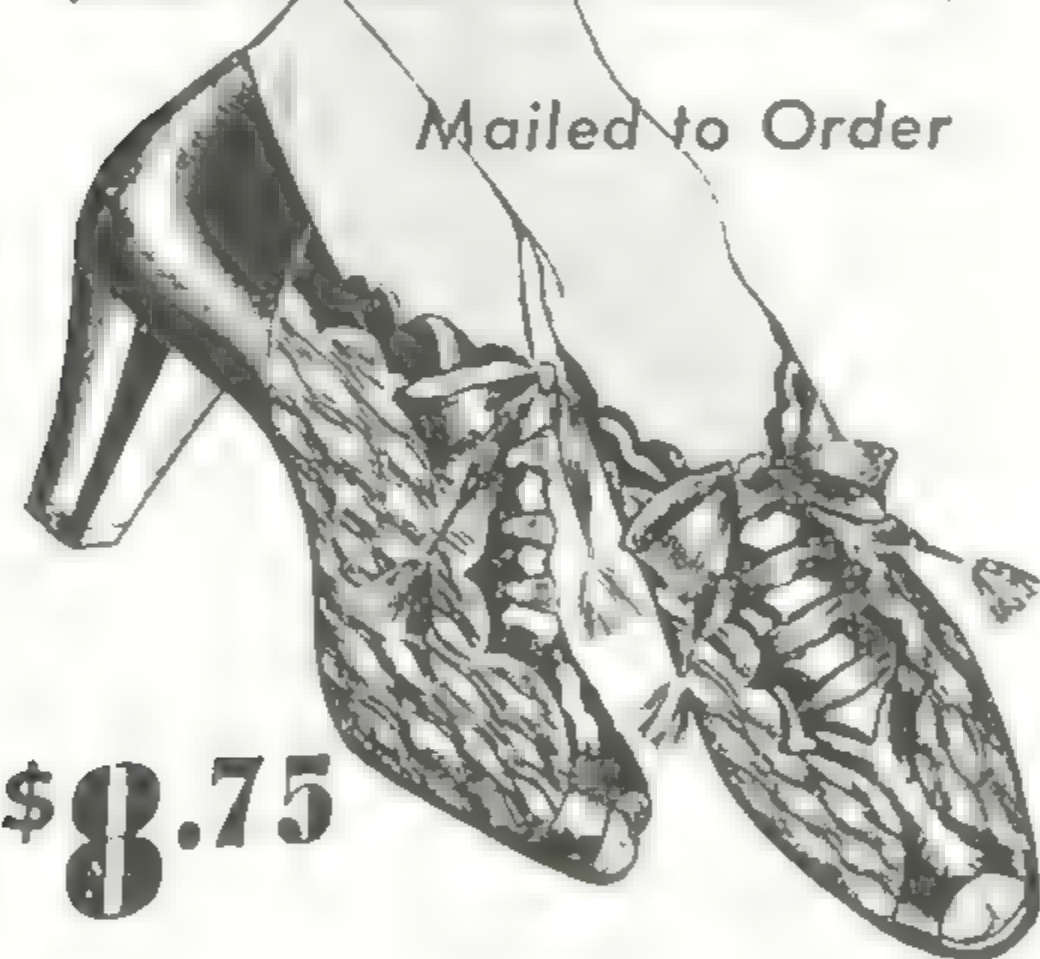
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VOGUE COVERS

Big exhibition



With a tremendous exhibition, including every version of art, from painting, sculpture, and architecture to commercial art and moving-pictures, the Museum of Modern Art is opening its new building at 11 West Fifty-Third Street. With its three floors of galleries, walled in glass brick, plate glass, and a new glass called Thermolux, the new building is very much of an exhibit in itself. In the garden, which stretches to Fifty-Fourth Street, the sculpture will be shown; in the penthouse, there is a club where members may have tea. But newest of all, in this shining and impressive newness, is the plaster that covers the side walls of the galleries. Most plasters, of course, don't hold nails, but this one does, and, when the nail is taken out, the hole can be filled in again, good as new.

The galleries are bursting with paintings by Cézanne, Dali, Burchfield, and dozens of others. In the auditorium, movies are given, of every period from "The Great Train Robbery" to "The Covered Wagon." The architectural exhibit shows designs by Wright, Gropius, Le Corbusier, and others for everything from country houses to housing projects.

La Crémaillère

La Crémaillère, which used to be in a penthouse on West Fifty-Ninth Street, has moved to 24 East Sixty-Second Street. Down-stairs, there is a little bar, and, from the vantage-point of your table, you can watch the late arrivals coming in. Up-stairs, there is a dining-room in back (all the men seem to sit in there); and another, with a big, curved window, in front. Between the two, in the hall, is a miniature wine-cellar, an ice-box arrangement, with just the right temperature for the wine-bottles. You can see them, through the windows, lying happily on their sides.

La Crémaillère has changed almost everything else, but its management and its chef remain the same. Lunch varies from a dollar to a dollar and a half, depending on which entrée you choose. Dinner is a little more

expensive. We lunched there the other day and had a smooth Potage St. Germain, Mushrooms Crémaillère (on toast, with ham), spinach *en branche*, plain salad, and fresh stewed pears. And, with this, a very good bottle of Pouilly Réserve. Afterwards, we walked down Madison Avenue, on the sunny side, very pleased with the world.

Your Secretary

There is nothing you can think up that Your Secretary, Inc., a new service, can't do for you. It encourages all kinds of unreasonable requests, like the one for a Persian kitten, to cost less than five dollars and to be delivered within twenty-four hours. Mrs. Kermit Roosevelt, who does most of the arranging, after a good deal of discouragement from the pet shops, called up a friend of hers who is a snake specialist and the curator of a zoo. The next day, she was able to produce three Persian kittens, all eager for a home.

Your Secretary rents linen, silver, furniture, and paintings—something that is done constantly in London, but seldom over here. They will list for you the things that you really need for a trip to India or Alaska (Mrs. Roosevelt has made many of these trips herself); they will furnish a house, in Vermont or Georgia, with everything from rubber bands to an ice-box; they will pack your bags and take your silver to be repaired.

Behind all this is a board of five Directors—W. Sheffield Cowles, Goodhue Livingston, junior, Mrs. Kermit Roosevelt, Harry W. Thayer, and Mrs. Joseph E. Willard. You can reach Your Secretary by telephone at REgent 7-1700, or by mail at 29 East Sixty-Ninth Street, New York City.

Semon's Club

Perhaps Semon of Semon's Club was a believer in the old proverb, "Good wine needs no bush," or maybe he was just modest. Anyhow he didn't hang a sign in front of his little restaurant at 216 East Fifty-Eighth Street until last month.

Señor Semon, a black-eyed Brazilian, speaks six or seven languages and has an ingenuous habit of



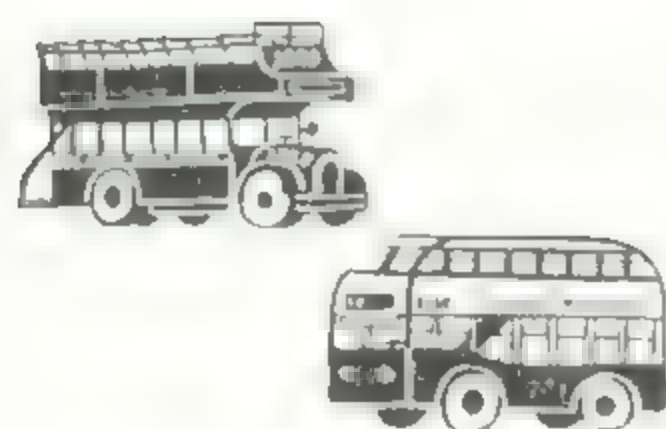
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THE TOWN



being jovial. A good bit of his Latin charm is reflected in the decorations: the walls are grey—not battleship, rat, or horizon grey, but a soft, smoky grey that flatters the skin—; grapes and baby Chianti bottles are strung from a bucolic trellis over the bar; and out back there's a summer garden.

Whether you have dinner downstairs or up, the French and Italian dishes are extremely good.

Chef Richie's prime pieces are his Chicken Cacciatora, Veal Scaloppine, and a *Zabaglione* made especially for you. (The whole six-course dinner is only about \$1.25.) And the *Crêpes Suzette* at Semon's are free.

Poetry fellowship

That all too little has been done for poetry in America, has been felt by a great many people for a very long time. Now something is being done. A campaign for the endowment fund of a poetry fellowship is being started by some of Elinor Wylie's friends, in her memory. When the endowment fund has been raised, the Academy of American Poets will institute the Elinor Wylie Poetry Fellowship, to be given, probably each year, to the American man or woman whose published work, in the opinion of the Academy, indicates poetic ability of a high order.

The campaign is being organized by a committee of about a hundred, from all over the United States, and an Executive Committee of eight, of which Carl Van Doren is Chairman, and Mrs. James H. Van Alen, Secretary. Because the costs of raising the fund are being paid separately, all donations go straight into the fund. (The office of Miss Louise Burton Laidlaw, The Treasurer of the Elinor Wylie Committee, is at 1 Wall Street.)

Night work

Go down to the Dairymen's League, 546 East Nineteenth Street, some evening between nine o'clock and two in the morning. From the third-floor laboratory, the chemist—small, obliging, and pale as the milk he tests on the night shift—will show you around.

Collected from dairies out in the country, the milk is brought to New York in big trucks with stainless-steel, cork-lined tanks. Backed

onto scales at the Dairymen's League, the cargo of milk gets weighed. (Or, rather, the whole load is weighed and the truck subtracted, which is the same thing.)

Then the milk is drawn up into great, glass-lined tanks on the third floor. We looked into an empty tank: smooth, and glowingly blue, like a tunnel in a glacier. Inside, a man in rubber boots was hosing it out with soap and water, balancing like a boy in a "Barrel of Fun."

Later on, the career of the milk gets pretty complicated. Sliding over corduroy walls of pipes, it bubbles down into troughs and ends up in fat tanks, to be held at a temperature of a hundred and forty-four degrees. Through tiny, lighted port-holes, you see it foaming. After that, it somehow gets over to another room to be bottled.

Visitors are no diversion for the workmen. Some one, the chemist told us, drops in nearly every night. A group of three hundred once came down from Columbia. This, he admits, was a pretty unwieldy number. After we'd seen the plant, the hospitable chemist offered us a quart of Grade A Dairylea milk and a pair of straws. Most of the workmen there, incidentally, drink milk.

Town gossip

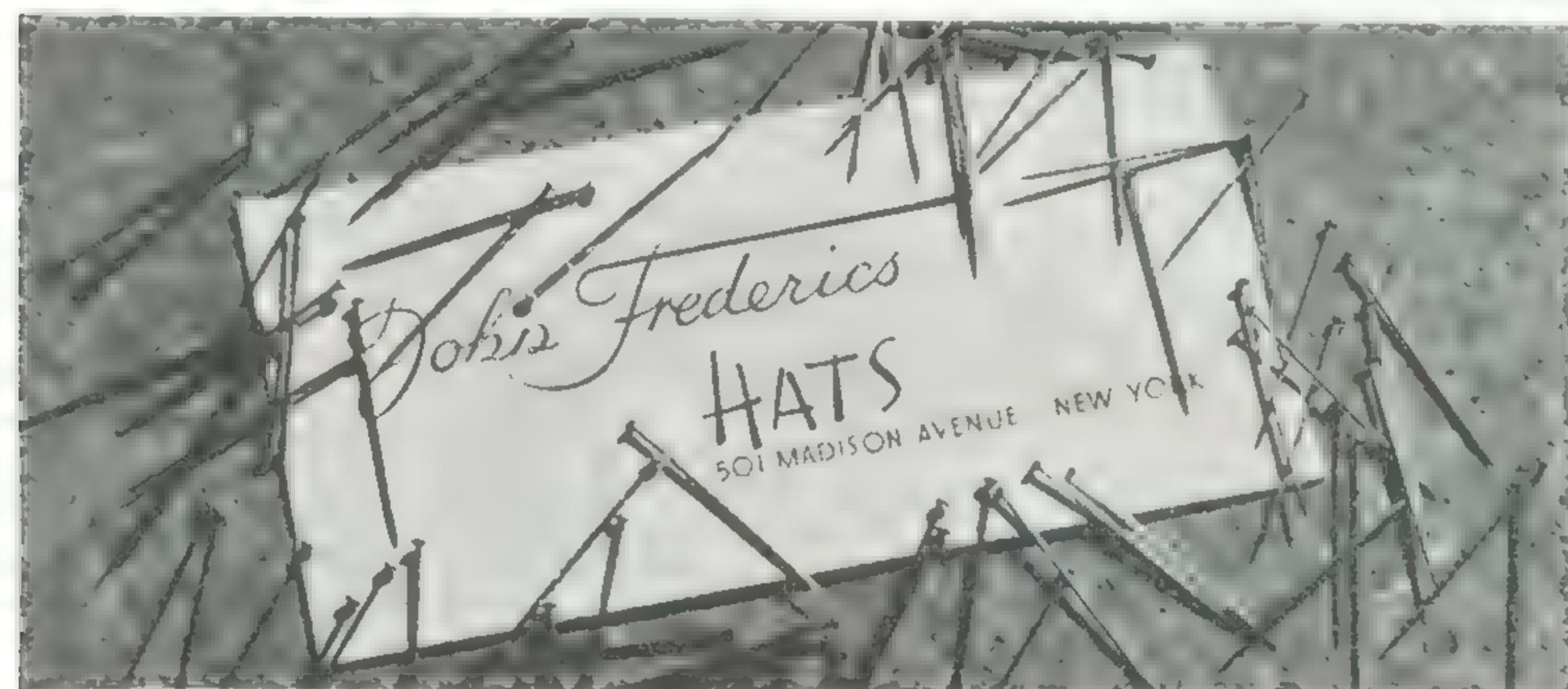


....The Hotel Pierre is opening its roof again, all done over, with new decoration and air-conditioning....

....The Cotton Club has a gay, vociferous, and very late show (two-thirty in the morning), with Bill Robinson and Cab Calloway's band. The new dance at the Cotton Club this year is the "Floogie Walk," successor to "Peck-in'" and "The Scrontch"....

....Rudy Vallée and his Connecticut Yankees will be at the Hotel Astor Roof Garden....

....The Log Cabin, which Abercrombie and Fitch are opening in the penthouse of their building, is very like a club, with sitting-rooms and a wide, breezy terrace. There you can get all the information on what is going on, not only in New York, but also at the World's Fair. "FLANEUR"



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GARDEN-WORK—In a long garden-gallery at Ferargil on East Fifty-Seventh Street, they have arranged a fine showing of modern sculpture for the garden and nineteenth-century French and English garden furniture. This pleasant combination of old and new contains a number of prizes in the way of garden furniture, most of which can be reproduced for you, if you wish.

They have a small collection of old Adam ironwork balusters, for instance, all from the demolished houses of Berkeley Square, and these make beautiful console tables for indoors or out. A pair of very simple French iron chairs have ironwork lattice seats and scrolled backs; and another pair, with inset oval cane panels, matches a curved sofa. This latter is ingeniously made in two pieces, so that it can be easily stored in winter.

Another sofa has sides and back filled with metal canework, and, for tennis-court use, there is a very long sofa, nearly eight feet, with a latticed seat to be cushioned and a back of straight rods.

In this show, the old wirework jardinières, or potted-plant holders, are all unusual in design. There's one of table-height, with a basket above and below, on simply curved legs; and two very large oblong jardinières—about three feet long and two wide—are looped like the wickets seen in prints of old gardens. Another even larger one is oblong, too, but of finely woven wire in a latticed pattern.

POTTED-PALM NOTES—In a Long Island country house, there is news in the low, oblong wicker baskets that flank the doors of the entrance-hall, the living-room, and the terrace. These are filled with pots of primroses, tulips, and hyacinths, and one appeared in the centre of the luncheon table massed with narcissus. And they turned out to

be wine-baskets, saved carefully through the winter, minus their lids and fitted with painted tin linings.

Rather more fancy, but with their own diverting style, are the flower-pot covers of pleated gilt lace-paper at Sydney Brown's Fifty-Seventh Street shop. They are embossed, flexible, and brightly gilt, and their French-1860 air belongs on that lacquered Victorian table. They might even be used to disguise a pair of nondescript lamp-bases.

THE DIVINE SARAH—Latest and largest acquisition of James Pendleton is the superb life-size portrait of Bernhardt, painted by her friend, Louise Abbema, in 1876. It is the nucleus of a room planned by Mr. Pendleton, and with good reason, for the dead-black dress with its bustle of steel-coloured taffeta, the rich olive-green satin curtain that forms the background, and the perfect 1876 detail of three purple iris in an urn make an inspired colour-scheme. The room with off-white walls and a deep cream carpet will have a fine chandelier of deep green Venetian glass, tufted chairs and curtains of green satin to match that in the portrait, black lacquer tables, and a pair of black-and-gilt chairs with seats of iris-violet taffeta.

In this same vein are the Pendleton nests-of-tables, three oblong ones, all rather lower than the usual nests-of-tables, and with gilded metal frames simulating bamboo. These have tops of antique or shiny mirror and are the table-news of the season. The screens of bright pink paper are news, too, for they are simply that, with each fold topped with a shaped valance of mouse-grey felt bound brightly with narrow crimson ribbon.

AMERICAN WAY—The old Broadway tradition of grease-paint-soaked dressing-rooms is gradually giving way. Earlier in the season, Mr. Gil-

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DAY-BOOK

bert Miller presented a thoroughly Victorian dressing-room to Helen Hayes on her return to New York in "Victoria Regina." And now the Fredric Marches, settling down for a long run in "The American Way" at the Center Theatre, have settled comfortably into a pair of dressing-rooms designed by the firm of James-Landor.

To bring "American ways" into these bright white-walled rooms, James-Landor have installed blue Venetian blinds at the windows, and, in two similar schemes, given Miss Eldridge and Mr. March unobtrusively patriotic backgrounds. The carpets in both rooms are red, and the curtains covering the long rows of costumes are predominantly blue; in Miss Eldridge's, the fabric is patterned with a flowered Bavarian design in reds and whites, most fitting to the character she plays. In Mr. March's room, the dark blue cretonne is boldly covered with great red stars with white rays, and at the window here are deep blue serge curtains edged with red, white, and blue fringe. A long blue sofa has cushions of the starred fabric, and chairs have slip-covers to match the curtains.

Miss Eldridge's room has frilled curtains of white organdie, striped crisply in red and blue, and a sofa of blue quilted chintz. A screen of white paper striped in red and blue makes a sort of autograph album, since it is covered with the signatures of her friends, and, in both rooms, a collection of framed prints of Old New York is arranged over the capacious dressing-mirrors.

MINIATURE CRAZE—In the past few years, since the appearance of Mrs. James Thorne's perfectly scaled miniature rooms (being shown at the Golden Gate International Exposition), the interest in collecting miniature furniture, china, and silver has grown. At Alice H. Marks, Inc., they have assembled about the largest assortment of these

tiny pieces we know, so that many of them are in the same scale, which is important if you plan to use them in a miniature interior. The really antique pieces are very rare, but the modern copies are, perhaps, more perfectly modelled. The Marks collection includes a perfect little pair of Chippendale chairs, with even the fabric on the seats in scale; these and various little hanging-shelves are all old.

Then there are all of the things you would find in full-sized furniture: Sheraton dining-tables, Heppelwhite chairs, glass-fronted secretaries. Most of these are finely scaled copies, as are the Marks silver pieces. These range from Georgian candlesticks, less than an inch high, to complete (and usable) tea-services, which have names like their larger forbears—the "Windsor," the "Queen Anne," and the "William and Mary" patterns. And from this to silver goblets, cocktail services, and table silver is an expected step.

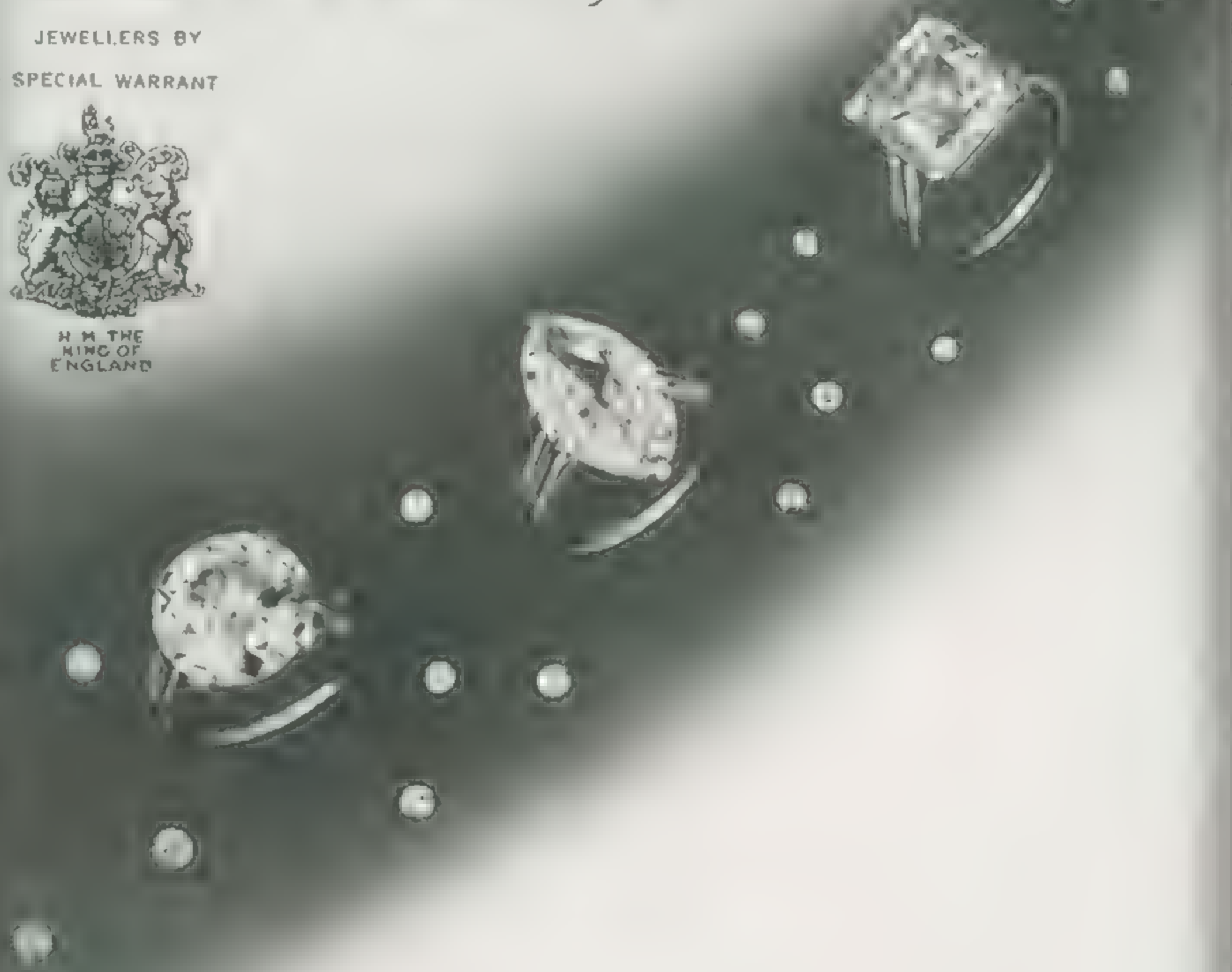
LARES ET PENATES—Polished silver walls and polished black floor are the glittering background of the new shop, "Lares et Penates," just opened on Park Avenue, opposite Saint Bartholomew's Church. There is a fine Queen Anne card-table at an unbelievable price; and a rare, small, knee-hole desk with the same virtue that seems to extend to all these pieces.

A pair of exquisite Venetian mirrors all but cover one wall; these are delicately made of pale pink and white glass, with all the fine baroque curves the Venetians know so well how to do. And a set of four tiny sauce-bottles in sapphire-blue glass and gilt, like their accompanying English decanters, and a pair of white porcelain cache-pots, very simple in line, that once belonged to Louis-Philippe. Imaginative wedding-presents, these and many others, if you can bear to part with them yourself.

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Jessica Daves, Managing Editor
Arthur Weiser, Art Editor

FASHIONS:
Emmy Ives
Martha Stout
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FINE ARTS: Frank Crowninshield
FEATURES: Allene Talney
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Michel de Brunhoff, Editor
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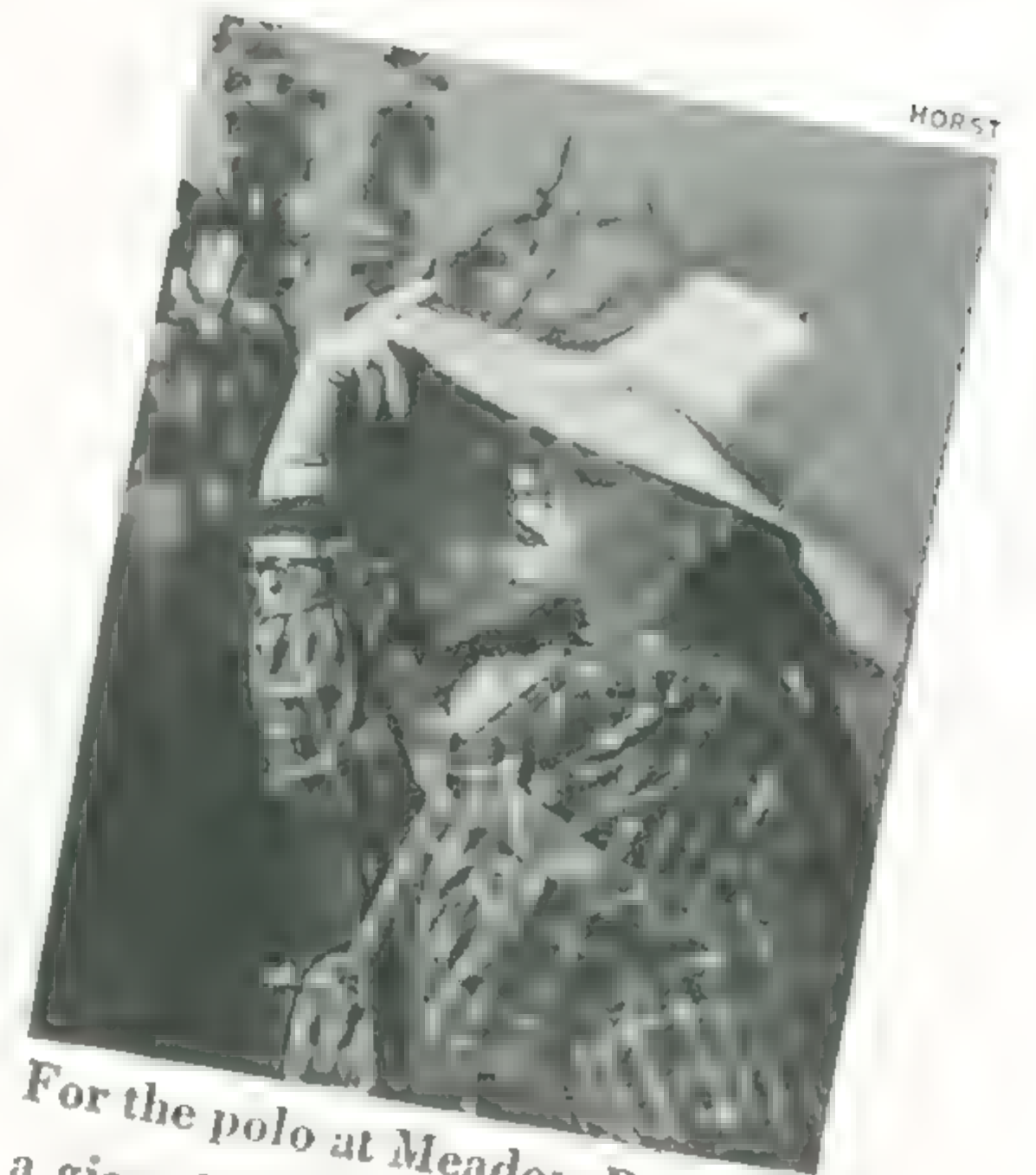
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For the polo at Meadow Brook—
a giant Panama with a gingham-
bordered veil. Gingham blouse
and bag. John-Frederics; L. S.
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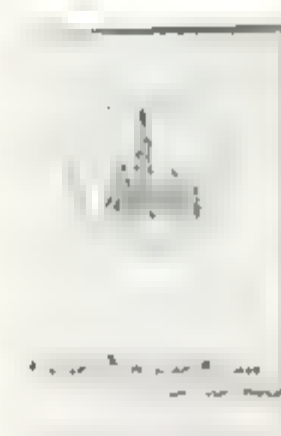
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VOGUE'S-EYE VIEW OF TRAVEL

Where to go? For those of us who love travelling, there are two courses left open. We can either rush to the trouble spots, like foreign correspondents, taking the pulse of the world, or we can search out the innumerable places that are still without fear, without turbulence. If we do the former, there is Europe, holding its head, gingerly going its way. If we do the latter, there is, for instance, the peace of islands, the unwrinkled face of America. For nothing can smash down the urge to pick up and go, to hop a 'plane, a boat, a stream-liner—to see the world, not vicariously, but with our own eyes.

GO NORTH OR SOUTH—DIRECTS THIS SIGN NEAR QUEBEC



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GO EAST OR WEST—SAYS THE SAME SIGN



Henri Rousseau

CONDÉ NAST ENGRAVING

AN OLD FRENCH VILLAGE IN AN UNTROUBLED TIME, PAINTED BY HENRI ROUSSEAU

"Please don't disturb"

Louis Bromfield writes
of the gentle towns of Europe,
still untouched

I LIKE Henri Rousseau's picture, just as I have always liked the legend and the character of the painter himself. He has been dead a long time, and he has put into his picture something which, judging from head-lines, has disappeared from the face of Europe. I mean peace—good, old, provincial, lazy, boring, peace. It's all there in "*Paysage*," just as Rousseau, the *Douanier*, knew it and felt it. He was a humble man, who painted because he could not help himself, and all his life he stuck to simple people and painting portraits of simple people.

As middle-age draws on I begin to suspect that he was right, and that even if it is sometimes boring, peace is a pretty good thing—just the empty peace, the abysmally empty peace of that vacant street bordered by linden-trees with an old man and an old lady, a middle-aged woman with an umbrella, and two ridiculous children who I should say had adenoids and were not quite bright. And you know just what is going on inside those jaded provincial houses—nothing at all but perhaps provincial sadism and melancholia and perhaps a murder or two, all the results of an abysmal peace in too great quantities. Balzac found a lot of material behind the drawn window curtains of just such houses.

Yes, that sort of town would undoubtedly be terrible if you were imprisoned in it, but in other circumstances it can be a wonderful, even a miraculous town. If it's peace you want and a rest that is the place to get it, a peace you'll never even discover in America, not even in a remote Vermont village.

And a lot of us in America could stand that kind of peace for a time. It would make us live longer; it would give us a perspective, a better sense of values. It would help postpone many a face-lifting, many a cure. A month or two spent in the emptiness of Rousseau's *paysage*, would make a lot of us feel a lot younger and more resilient, and make our wits and conversation as well as our eyes a good deal brighter. Because there's a lot more in that landscape than meets the eye. Just around the corner there's a restaurant where you can have as good food as can be found in the world, with specialties that could rouse the enthusiasm of a gorged gourmet. Maybe it's a local trout or

a crayfish, or chicken done in the style of that empty landscape where there is plenty of time to fuss over a *poulet de Bresse* and give it the attention it deserves. Maybe it's any one of a hundred other things.

And around the other corner is a café where you can read your morning newspaper (if you want to in these times) and have as fine wine or beer (according to the country you're in) and brandy which evaporates when it touches your tongue. Behind those trees in the little park in the background there is an excellent trout stream where you can spend a day fishing, interrupted by a picnic lunch which includes *pâté de foies gras* or *Leberwurst* and an excellent bottle of Chablis or Hock. And in the little hotel at the end of the street there's a bed to return to that you can sink into and sleep as you've never slept before.

Yes, on the surface it appears that peace has entirely gone out of the world and out of Europe in particular, but it's still to be found hidden away in just such places as this naïve and profound *paysage*. Of course, if it's the chi-chi and whoopee of Cannes that you want, I don't advise it, but I suspect that nowadays the chi-chi and whoopee in the hot spots isn't what it once was. A little dose of this *paysage* might make it seem a bit better. And if you wanted to stay a little longer in this town and you knew the language or troubled to learn it, you would have a lot of fun and uncover all sorts of riches.

About five times a week I get letters or post-cards, usually from persons unknown to me, asking whether in my opinion this is a good season in which to visit Europe. Well, I don't suppose any one, except a news-reel man or a foreign correspondent, would call it a good year, but it's a possible one, and whether it's good or not will depend a great deal on yourself. I don't suggest that Paris, London, or Rome will be as giddy as they were in the 'Twenties, but they'll be passable, and outside, in the provinces, particularly on the Continent, it will be a wonderful time to go a-touring. There won't be so many tourists and every innkeeper and *restaurateur* will be at the door to welcome you, and you'll eat and drink as you've never eaten or drunk before, especially in the countries where there is plenty to eat. (Continued on page 110)



PLAIDS—GOOD TRAVELLERS

Above: A tireless traveller—snapped on board the “S.S. Manhattan”—this three-piece suit of grey, blue, and green plaid wool. Pigskin jewel-case. Both from Saks-Fifth Avenue. Convenient wardrobe-case of Tufraw leather, by Wheary. Round-edged case by Warren

Opposite: For foreign soil and the ship that takes you there—this light, uncrushable suit of Rodier’s black-and-white cotton plaid. Addenda: white crêpe blouse, red straw sailor, green pigskin bag. Hattie Carnegie Ready-to-Wear; and I. Magnin, California





THIS IS CALIFORNIA'S SUMMER

Why 'Thirty-Niners are rushing to the West Coast

By Innis Bromfield

If you ever start writing an account of summer affairs in California—which is what this promises to be—you will feel like Edward Gibbon tackling Rome or Hendrik Van Loon lighting into Mankind. I have an improper hunch that my subject is the most buoyant of the three, but that doesn't cut down its size. California's summer is an endless procession of allurements, and you might almost say that a Golden Gate Exposition was carrying coals to the Coast.

Between May and Labor Day, 1939, the five things no one in California will try to resist are Coronado, Los Angeles and Hollywood, Santa Barbara, Del Monte, and San Francisco. These are the big sunny-day attractions, south to north, for whoever wants beach life, tennis, movie stars, night-life, golf, game fishing, the world's finest food, and Sally Rand's Nude Ranch—all in generous helpings. This is plainly an insult to the woodsmen and mountaineers, who are right in figuring a Sierra Nevada pack-trip as the only earthly equivalent to Heaven. But I'm afraid my present lot is cast in the lowlands, where there are fiesta and pari-mutuel betting, and where the waiters in white duck bring buffet lunch out to the *cabañas*.

As a matter of fact, most of you, if you're lucky enough to get passage at all on a west-bound stream-liner or sky-sleeper, will attempt to cover California in that exasperating three-week fashion (exasperating to us, your jealous hosts), and will more or less have to follow this practical five-star itinerary up or down the Coast. Since highway U. S. 101 had its major operation, that tiresome, twirling San Luis Obispo grade, half-way between Los Angeles and San Francisco, is now only a motorist's memory, and the ride is easier than ever. My choice, however, is the trip on the Southern Pacific's *Daylight Limited*, which streaks both ways daily between 8:15 and 6. The *Daylight* is painted orange and cerise, which possibly attracts more attention than admiration from outsiders, but if you want an organized impression of a great part of California's landscape, and would like to get it in purest comfort, then this is your conveyance. The apple pie on S. P. trains is famous.

Most Easterners have a better time in Los Angeles than they do in San Francisco, and here, in a word, is why. Los Angeles is amusing, San Francisco is not, and the secret wish of every traveller is to be first amused by the places he goes. In Los Angeles, you see crazy human sights in the streets, all sorts of absurd architectural outcroppings, and a mode of life based on autograph-begging and the drive-in restaurant. It's horrible, all right, but it's marvellous fun. At present, the major movie studios are in a tantrum of hard-heartedness about visitors, so probably not even the Chase Bank will be able to get you in to see Tyrone Power this summer. But work every angle you know for seats to an important Hollywood première, because when the Klieg lights start to beam on Hollywood Boulevard, and you see Constance Bennett's dinner-party arriving in six Rolls-Royces, and after the show you hear people with fountain-pens screaming, "There's Merle Oberon; get *her*, she's famous!", this is the hour when you'll get Hollywood's number and perceive most clearly the great nonsensical spirit of the Southland.

Another reason why strangers can't help showing their preference for Los Angeles is the city's go-to-it night-life. San Francisco hasn't been a real night-club town for thirty years, while Wilshire, Sunset, and Hollywood Boulevards are but fine enlargements of West Fifty-Second Street, New York. And you know how New Yorkers feel about New York, regardless of the cover charge. (Continued on page 111)

Opposite: For a cross-country air trip—a slate-blue suit of pure spun silk. The colour defies dust; the fabric defies wrinkles, and there are a white blouse and stock scarf for freshness. With it, a compact little cloche of plaid straw—it won't blow off in a windy airport. Saks-Fifth Avenue, New York, Chicago, Los Angeles

PHOTOGRAPH BY ANDRÉ DE DIÈNES



Their Daughters-



MRS. ELLIOTT ROOSEVELT, who was Ruth Googins, is small, dark, and level-headed, has a warm Southern prettiness and a flair for business. She lives on a cattle ranch in Texas with her young son, Elliott, and her blond, curly-haired daughter, Chandler. Owner of a radio station, she breeds Great Danes, went to night law school with her husband, likes animals and entertaining, and is tremendously interested in politics



MRS. FRANKLIN DELANO ROOSEVELT, JUNIOR, who was Ethel du Pont, is tall, golden-blond, and high-strung, has a great-belle prettiness and a flair for athletics. She lives in a little stone house, just off the campus of the University of Virginia, where her husband is studying law. A beautiful horsewoman, she likes gardening, has one son, Franklin Delano Roosevelt III., called Joe, and is not interested in politics

in-Law



MRS. JOHN ROOSEVELT, who was Anne Clark, is small, pale blond, and serene, has a Dutch type of prettiness and a flair for entertaining. Most of her time is spent at her charming apartment in Boston, filled with lovely old furniture and a spattering of modern. An amateur of modern painting, she used to sail a schooner off Nahant, has a famous dachshund, called Percy, and is not interested in politics



MRS. JAMES ROOSEVELT, who was Betsey Cushing, is small, ash-blond, and gentle, has a wistful prettiness and a flair for decorating. She lives in the old Roosevelt house in New York with her two little daughters, Sara and Kate. A collector of old English furniture and miniature china, especially cups and saucers, she has a gift for listening, likes parties, people, and ideas, and has to know about politics

THE INCONSTANCY OF BEAUTY

The force of fashion
seems to change women's bones.

By Lesley Blanch

WHAT is the new Beauty? Does it strike a fresh note, or does it echo some past harmony? Is the new reflection still obscure, as in a glass darkly—or has a positive rule-of-thumb beauty materialized to crystallize new trends, and metamorphose a waiting world of women?

Beauty lies in the eyes of the beholder—and changes with those eyes. It is always a convention, dependent upon various conditions, social, economic, politic, and geographic. Just as there was, according to Oscar Wilde, no “*brume sur la Seine*” before the Impressionists, so, we may assume, there were no gaunt, gash-mouthed harpies before the advent of a certain school of cinema stars. Woman, imitative, chameleon-like, and an actress all her days, seems able to adopt both the psychology and bone-structure of a type, once she is assured it is the fashion.

But does the type really change? Or does a hat, a lipstick, and a hair-do effect a superficial change, skin-deep enough to pass as Beauty's latest mood? If so, then where, to-day, are yesterday's slant-eyed, Kalmuck-cheek-boned sirens? Gone, to be replaced by the pouting, rounded prettiness of the new type, which has achieved sweetness without saccharinity.

The last twenty-five years have seen woman describe a circle, from the stolid, ladylike, rather blowsy-looking pre-War beauty, through the urgent, uniformed War-days, to the hectic hotcha of the 'Twenties, cropped, plucked, and pickled in cocktails and nicotine. On she went, through the athletic, forthright, trousered, sun-worshipping 'Thirties, until, this year, femininity dawned, furbelows returned, sex mattered once more, and woman had boomeranged back to where she started.

There is no telling what launches each aspect of Beauty's many masques and phases. Just as high fashion often springs from unrelated sources (a crinoline to conceal the Empress Eugénie's interesting condition, or a patch to conceal another charmer's pockmarks) so it is with beauty. The Great War left a race of nerve-shattered, disillusioned creatures, and that type, engendered by hardship and suffering, persisted and passed into beauty's currency. It was not *de rigueur* to look innocent, or unravaged. Venus became a brittle, raffish goddess. Venus was a hotcha, good-time baby, who didn't mean maybe.

Desperately, woman painted her face louder and funnier, took off more and more and revealed less and less. Since men had become so apathetic, beauty was gauged by feminine standards, and became a matter of weight, and youth. There can have been few eras when

the sexes were so akin; when faces mattered least and skeletons counted most. It came to such a pass that women were better killed than curved.

But at last the pendulum swung back—or forward (whichever way you look at it)—and the old, or new, woman appeared. Impossible to say what brought about the change. No one film star, no one individual revolt against the rigid silhouette. It was perhaps an aspect of the general trend towards a more baroque expression evident in all the Arts. Impossible, too, to say whether the new-Edwardian-baroque woman first stormed the couturiers, demanding the fripperies of her type, or whether the couturiers and *coiffeuses* first revolted against the ennui of a skin-tight one-piece, topped by a page-boy bob, so that woman changed her psychology with her silhouette. Waists were nipped-in that bosoms might puff out. Skirts flounced and frilled and frothed...till, caught up in the breathless spinning-top of fashion, the new Beauty found all her forgotten, spurned femininities, and with them, herself. No corduroy-slacked slouch could achieve the new-found provocative airs and graces; the actress was at work once more, perfecting her new rôle.

And with this new rôle, came a new audience, and overwhelming, gratifying success. Woman is once more applauded, flirted, fêted, and flattered. Nor are all these new-found delights for *débutantes* alone. Youth, as such, with no more to it, has had its day. Where once its greyhound lines gave it a flying start, the basis of the new charm is maturity, elegance, and, above all, a quality of ageless sex. It is the heyday of the *femme de trente ans*—which is most accommodating, since all *débutantes* yearn to look thirty, and all other women are that age forever.

The new Beauty takes no dictation. She thinks for herself. She is heir to all the ages: hers the hard-won heritage for which former generations struggled, experimented, and floundered through eras of no-latch-key, parental authority, clumsy make-up, chain smoking, free love, starvation dietetics, and uglifying sports.

And the new Beauty's face is as eloquent of all this as her physique and mentality. Art, science, sex, and sense have combined to make her the *chef d'œuvre* she is to-day. But will she rest on her laurels? Since to-day's Beauty seeks to be neither one type nor another, but rather the perfecting of each individual type into an expression of enchanting femininity, perhaps that happy state of affairs has come to stay, and we shall see many variations—fewer concessions to any one arbitration of fashion.



CONDÉ NAST ENGRAVING

Mrs. Robert Lehman
from the portrait by Dietz Edzard
Number 5 in Vogue's series—"Portrait-Painters of To-day." [Article on page 95]



Cotton-trimmed cart-wheels

They're deliberately simple—these all-summer cart-wheels. No fuss, no frou-frou—just straw for shade and cotton for coolness. Above: Checked gingham with straw. A black straw circle with gingham crown and lining, by Lilly Daché; Ransohoffs, San Francisco. Running-mate—a suit of black bengaline—practical on a sunny street; decorative in a shaded restaurant. Jonai, New York



First: Striped cotton with straw. A hat shady as a parasol—natural bako with green-and-yellow cotton. Sally Victor; Marshall Field. Second: Dotted cotton with straw. A blue cart-wheel given a buccaneer swoop by the comb that spears it. Blue-and-white lining. More dots for the dress, Vionnet's casual one of blue-and-white dotted crêpe. Hat and dress from Bergdorf Goodman



People are Talking about... in New York

The inevitable political prophecies, with every one a self-appointed prophet, full of inconclusive information, quoted from other people's important brothers.... The rare quality of Katherine Anne Porter's book, *Pale Horse, Pale Rider*.... The superb reality of the documentary movie, "The Crisis".... Favourite excitements at the Fair, favourite restaurants.... Laurence Olivier, who is a knock-out opposite Merle Oberon in the infinitely touching "Wuthering Heights," but goes in for being cute opposite Katharine Cornell in "No Time for Comedy".... Going to the Bach Festival at Bethlehem, Pennsylvania; of having supper there in the little Moravian Church.... What F  f  s Monte Carlo has done to Perona's El Morocco.... The hammer power of Steinbeck's *Grapes of Wrath*.... The innumerable parties for Eve Curie, looking austere and intellectual one moment, fragile and chic the next.... The new breed of spaniels used for wild turkey shooting in the Carolinas.... The eight hundred names on the waiting list of the transatlantic Clippers.... The new radio program, "Author, Author".... The visit of Henry Bernstein, one of France's best playwrights, who looks like an enormous half-finished statue, with the deeply lined, rough face of an old lion.... The entertaining writing of *Wickford Point*.... Television....

... in London

Television.... The Duchess of Gloucester wearing a bustle.... Douglas Reed's new commentary on the European scene, *Disgrace Abounding*, and how prophetic *Insanity Fair* has proved to be.... The extraordinary spate of swell new night-clubs, crises or no: places such as the Midnight Room, the resuscitated Embassy, and the London Casino's reopening show, straight from the Bal Tabarin.... Tibetan Terriers, the newest dogs, except that the eight which have survived are all bitches, so what?.... Cruickshank's scurrilous Regency caricatures at the Burlington Galleries, dimming even the brilliance of Daumier.... Patricia Morison's beauty.... How tiresomely tremulous Luise Rainer can be.... Francis Rose's *d  cor*, with a wonderful shell-like contraption of mock mother-of-pearl, for the new ballet, "Cupid and Psyche," with Lord Berners' music.... Walt Disney's plan to do "Pilgrim's Progress".... Politics and politics and politics.... The new non-American parlour-game called "You Can't Have the Captain"....

BILL ROBINSON

IN "THE HOT MIKADO"

The joy of the town is the return of Bill Robinson, now the Emperor of Japan, in a Harlem version of Gilbert and Sullivan's "Mikado." While singing out "de punishment fit de crime," he whispers with his feet an infinite variety of rhythms, all soft and soothing. This "Mikado," directed by Hassard Short, has a certain extravagance of gaiety, a wild tossing in the air of song, some superb torch singing by Rosa Brown, who has turned Katisha at last into a figure of true sorrow. But the flavour lies less with the pretty girls, with the costumes (designed by Nat Karson) than with the dark pleasure of sixty-year-old Bill Robinson, still training on four quarts of ice-cream a day, still dancing in the Cotton Club show, who manages to enthrall not only his audiences, but his own loving cast.

PHOTOGRAPH BY ANTON BRUEHL

... in Paris

The introduction of American parlour games, used as a substitute for the continual "What is going to happen next" conversation.... The new play, "Les Souris Dansent," written by a twenty-three-year-old girl, who has done another version of "The Captive," which Paris, strangely enough, finds shocking.... The closing of "Bagatelle," and the filling of Maxim's with Central European refugees.... The new Hungarian place, Restaurant Koranyi, run by the Kish Royal Restaurant of Budapest, which is smart and gay for dinner, although the food is notoriously bad.... The latest dancing place, "Park Lane," filled with young people.... Henri Sauguet's new opera, "La Chartreuse de Parme," which opened on one of the worst war-scare nights....

A NEW BREED OF DOG: COVERWOOD TERRIER



TONI FRISSELL

POLO WHITE...WITH GILT BUTTONS

First: To watch International Polo at Meadow Brook, June 6, Jaeger's white flannel skirt and shirt, splendid with gilt buttons. Blue reefer. Abercrombie and Fitch

Second: Sipping a Coca-Cola between chukkers, a girl in white Celanese sharkskin. Very new-looking...these gilt buttons on dead-white for sports. Bergdorf Goodman

Opposite: Gilt buttons marching up to the uniform-severe neck-line of a two-piece linen suit with all-around pleats. Stubby brown-and-white shoes. At Russeks



The great American quiz



1. *When going West, where would you first be surrounded by Indians?*

At Mandan, North Dakota, a band of painted, blanketed Sioux meets the trains.
(The Northern Pacific Railroad has given them a camp site near the tracks.)

2. *Where can you spend the Most Heavenly Honeymoon?*

In the bridal suite of the Pan-American Airways' "Yankee Clipper," which is scheduled to start its transatlantic flights this summer.

3. *If you ripped your trousers, where would you have them repaired by a plumber instead of a tailor?*

At Tin Pants Slide (Paradise Valley, Mount Rainier National Park, Washington), a glacier on which you slide in reenforced breeches.

4. *How can you take a 5000-mile boat voyage inside the United States?*

On the Inland Waterways. Take your own cruiser, go up the Hudson River to Champlain Canal, and then into Lake Champlain. Catch your breath, take the St. Lawrence River to the Thousand Islands and drift into Lake Ontario. All set for Welland Canal, Lake Erie, the Detroit River and Lake St. Clair, Lake Huron, and Lake Michigan. Full steam ahead along the Illinois waterway to the Mississippi. Down the Mississippi to New Orleans. Along the Gulf Coast by connected inland waterways to Florida. Float through Caloosahatchie Canal to Lake Okeechobee to Stuart, Florida. And the last lap—along the Intracoastal waterway to New York. You can say it in two minutes, but it actually takes all summer.

5. *Explain the phrase "Fast Life in the City of Denver."*

Will Hays would not be interested, because the "City of Denver" is the fastest train in the United States. The Union-Pacific-Chicago-and-North Western's Diesel-powered train which made a run of ninety-five miles at 80.3 m.p.h.

6. *What state is a girls' vacation paradise, with five men to every four women?*

Wyoming. Some of the enchanting creatures are cowboys.



7. Explain the following limerick:

*There was a young fellow named Page,
Who flew in a terrible rage.
“It’s all wrong,” he cried,
“That the bears are outside,
While I have to stay in a cage.”*

At Grand Canyon Hotel in Yellowstone Park, visitors are put inside a cage while the bears come down from the hills to feed. Notwithstanding Mr. Page, most people prefer the inside of the cage to the inside of a bear.



8. What Americans never look at their mothers-in-law?

The Navajo Indians in Arizona, a tribe of fifty thousand, who believe that if an Indian looks at his mother-in-law he will go blind. At least that’s the theory.

9. (a) What have the W.P.A. and Bædeker in common?

(b) What have Uncle Sam and Thomas Cook in common?

- (a) Both publish guide-books—the W.P.A. guides are about the various States.
- (b) Both run travel bureaus. The United States Travel Bureau at 45 Broadway will advise on all American travel problems free of charge.

10. If you ordered the following in various places throughout the country, what would the waiter bring you?

- | | |
|---------------------------|---|
| (a) American strawberries | (a) Vegetables (cowboy country) |
| (b) Liquid sunshine | (b) Maple syrup (Vermont) |
| (c) Baked Idahos | (c) Baked potatoes (the West) |
| (d) Fly-catcher | (d) Marmalade or jelly (cowboy country) |
| (e) Hush-puppy | (e) Corn-meal cakes served with fish (Georgia) |
| (f) Java | (f) Coffee (cowboy country) |
| (g) Fancy-fixin’s | (g) Dessert (cowboy country) |
| (h) Hoppin’-john | (h) Black-eyed peas and rice served together (Deep South) |
| (i) Jerky | (i) Strips of dried meat (Southwest) |
| (j) Sow-belly | (j) Fat salt pork (Southwest) |

11. How can you relive one of Mark Twain’s books this summer—for \$50?

“Life on the Mississippi” repeats itself when you take a river boat trip on an old-fashioned Mississippi packet, which swims on the Illinois, Ohio, Tennessee, and Mississippi Rivers. You leave St. Louis for an excursion which may last from one to eight days, with the top fare only about \$50. These cruises are definitely ante-bellum—rococo settings, plantation cooking, and all. Do not bring your hoop-skirts, however. (Continued on page 116)





*Twin dots for
any age
any figure
any evening*

Young or old, thin or not-so-thin, any woman in the world (who wears a size from 10 to 42) can wear this beautifully. A long coat of grey-and-white dotted crêpe over a dotted sheer dress. With the coat, it's a dinner-suit; without, quite formal. (And it packs like a dream.) Frost it with plenty of white

*Twin sweaters
for town
for country
for travel*

A natural linen skirt and two string sweaters . . . a pull-over and a cardigan. The skirt is bordered with string. Sophisticated in town, with baum-martens and brown suède gloves. Casual in the country, with bright flowers and gipsy jewellery. And ideal on a boat . . . because you can take care of it without fuss



Wanted - on any voyage

What travel clothes to take ...and not to take

If you fly to Europe on the new "Yankee Clipper" (there's a waiting list of eight hundred people, so better hurry with your reservations), you're allowed fifty-five pounds of luggage instead of the usual thirty-five pounds. The hop is so short, only twenty-four hours, you won't do much changing of clothes en route—except to go to bed. All the passengers will probably dine in the suits they take off in.

- Go up the Clipper's gang-plank, or any gang-plank, in a warm coat. We showed you two beauties in May 1 Vogue. Another wonderful suggestion is a great lipstick-red coat, worn over a beige covert-cloth suit. A red coat—besides being pretty effective in the sand-coloured lounge of the clipper—is an unbeatable Jack-of-all-coats. It will go amiably over town suits, prints, sports clothes...even your evening clothes.
- Be careful, on any high flights, about fountain pens and toilet bottles. Some law of physics makes fountain pens spurt and bottle corks pop under certain air pressures. Precautions: fill bottles half full, insist on screw tops, or keep them in a water-proof kit.
- In the cramped quarters of sleeping 'planes, don't count on much privacy. Take a dressing-gown and pyjamas that can pass a male passenger in the corridor without blushing. Recommended: dark tie silk, blue surah, wine-dotted silk pyjamas, and a knee-length tailored dressing-gown that might have come out of a haberdashery.
- If you're California-bound, you won't want cargoes of evening clothes. About the only place you might dress at the San Francisco Fair is the Yerba Buena Club—and then only for a party. One formal dress for parties in private houses and two or three dinner outfits will see you through. That natural linen skirt and twin string sweaters on page 57 would be perfect in any Hollywood night-club...and they pack painlessly.
- Arm yourself with a little fur wrap if you're heading for San Francisco. The blue fox capelet on page 72 will attractively stave off gusts of wind afternoon or evening.
- Take along, wherever you go, the knitted or jersey turbans every one is wearing. They are just scarfs in blue, red, or Kelly-green, which you twine around your head and anchor with a big gold hairpin or jewelled dagger. They pack without a whimper, keep your hair unruffled, look smart anywhere. Or take Reboux's flat straw beret, in any colour, which ties on with a jersey scarf. It's flat enough to lie docile in any bag.
- Consider a plaid suit—whether you go by 'plane, boat, or the new crack train, "The Broadway Limited." Plaid is one of the most dust-defiant, soil-defiant, crush-defiant travellers on earth. There are two suits on pages 40 and 41: a wool plaid for a cool route; a Rodier cotton plaid suit for a warmer route.
- On her 'round-the-world wedding trip by 'plane, Mrs. Francis Warren Pershing set off with only two suitcases, one overnight case, and one hat-box. Besides the dark military coat and suit on her back, she took only three evening dresses, a few day and sports dresses, and glove silk underwear. Everything was washable, everything inexpensive. Half-way through the trip, she had sent on in advance another set of clothes—so that she could discard the first set and continue in a fresh outfit. (Continued on page 107)



ROUNDED SLIMNESS is the ideal, the silhouette-to-be-desired again. Witness these two dresses with defined bosoms, meagre waists, curved hips. First: A 1910 sheath of clinging crêpe, with roses. Milgrim. Second: A Grecian dress of sheer jersey. Bonwit Teller; I. Magnin, California



At the World's Fair—Decor for the exhibit of the Paris Grande Couture

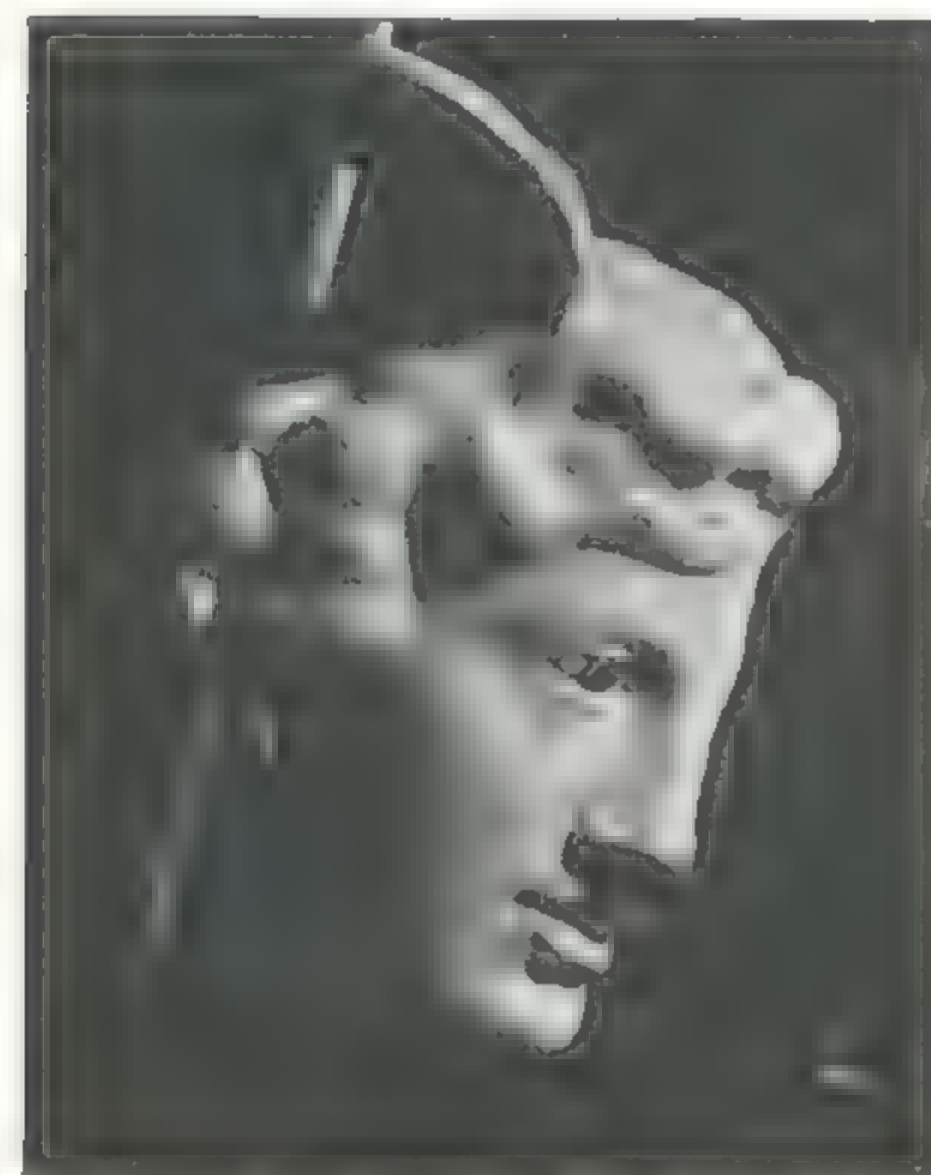


Detail of the frieze of furs shown below



Decor for the exhibit of the Paris Fourrure, with a frieze of fur-draped figures

Paris fashion exhibits at the Fair



CHANEL SHOWS A CLASSIC HEAD

TRUST the Paris dressmakers and furriers to think up an attractive exhibit for the New York World's Fair. Instead of parading actual clothes (which might be copied and on the backs of spectators in a short time), they are showing fashion in the abstract. On plaster figures—twenty in all—the couturiers express their type of ideal woman, dressed to typify the spirit of their dressmaking houses. Alix, for instance, draped a Greek statue with white jersey; Molyneux immortalizes his love for the Directoire in plaster; Piguet shows his talent with the scissors by an amusingly cut-up figure; Paquin shows the Spanish influence with a mantilla. You see them all on these four pages.

The exhibit is housed in the French Pavillon and occupies two halls: one for fashion, one for furs. The Hall of the Couturiers (top row, opposite) is decorated in red velvet, presided over by a statue of Phidias (God of Inspiration). In the Hall of Fur, a frieze of figures swathed in furs represents the skill of these French furriers: À la Reine d'Angleterre; Chapae; Max; Weil; Jungmann; Kohn Frères; Simon Frères. A detail on the opposite page shows a Negro boy completely sheathed in black astrakhan.

Madame Lanvin organized and directed the exhibition, assisted by MM. Lucien Lelong and Raymond Barbas in charge of the couture; and MM. Jungmann and Bardinon for the fur section. The same architects-decorators who did the Pavillon d'Élégance at the Paris Fair did these halls: MM. Émile Aillaud and Étienne Kohlmann. The fashion sculpture was executed by Madame Max Vibert; the fur sculpture by Monsieur Couturier.



SCHALL

PIGUET

MAGGY ROUFF'S PALETTE AND PLASTER FIGURE

JACQUES HEIM'S SIREN IN FLOWERS



MARCEL DHORME



MOLYNEUX



PAQUIN



MARCELLE DORMOY



NINA RICCI



LANVIN EXPRESSES HER HOUSE WITH AN ANGEL-SLEEVE TEA-GOWN



SCHIAPARELLI IMMORTALIZES SEQUINS AND SHOCKING-PINK



PATOU



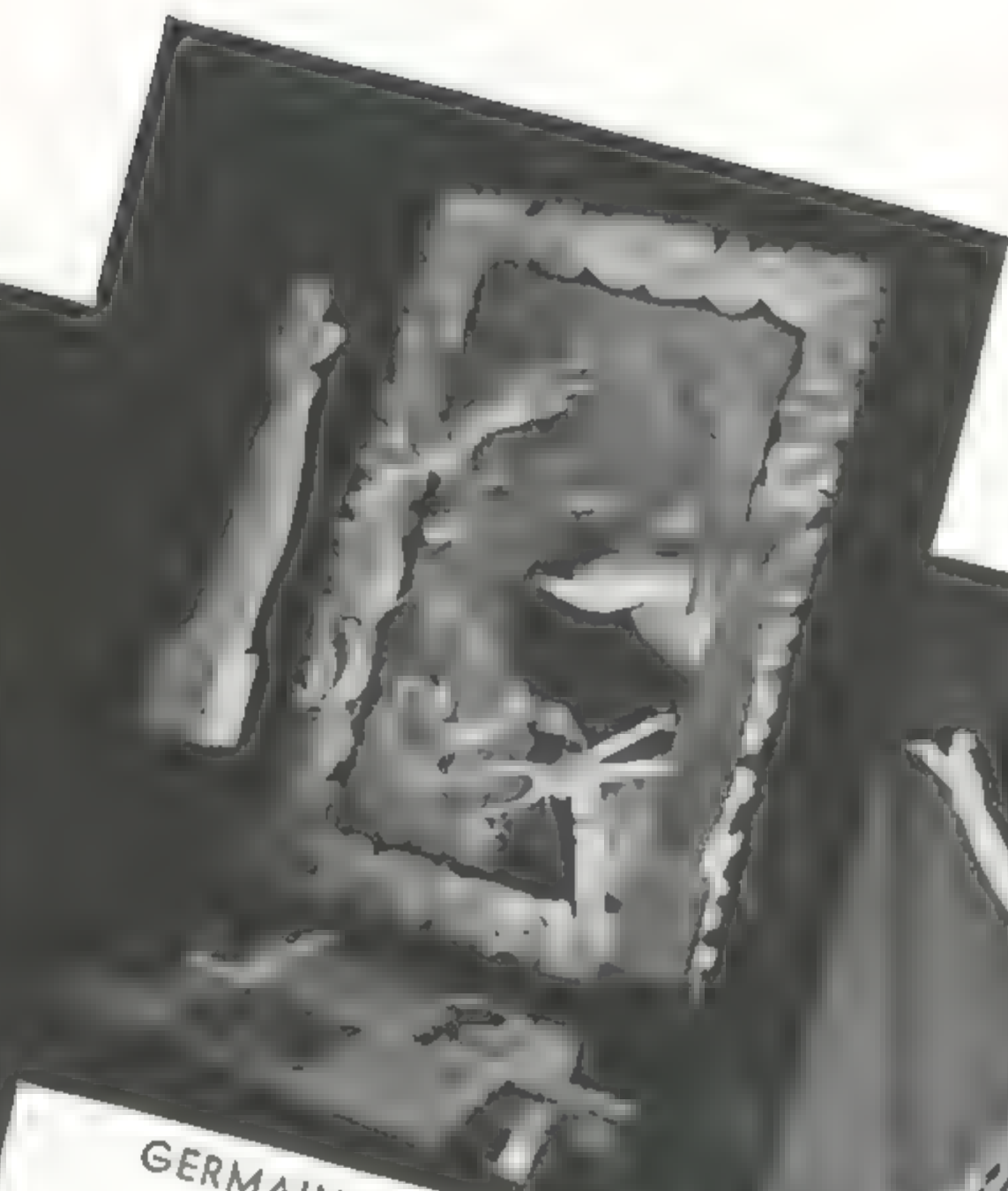
WORTH



JEAN DESSÈS



ANNY BLATT



GERMAINE LECOMTE



BRUYÈRE



SCHALL

ALIX DRAPES A GREEK FIGURE IN WHITE SILK JERSEY

Paris couturiers sent
these exhibits
to the World's Fair



MR. AND MRS. RICHARD PALMER SMART—RIDING THEIR RANCH, THE SECOND LARGEST IN THE WORLD

TONI FRISSELL



NATIVE LUAU (PARTY) IN HONOUR OF THE BABY SON'S FIRST BIRTHDAY: MR. AND MRS. SMART EATING POI AND HELPING PREPARE THE FEAST



"HERODIANAIS," STALLION RACE-HORSE IMPORTED FROM ENGLAND



A HERD OF WILD HORSES

Parker Ranch—in Hawaii

TOSS together New England and Hawaii and the Wild West, and you have an inkling of the Parker Ranch in Hawaii—the second largest ranch in the world, five hundred thousand acres rolling up the slopes of Mount Mauna Kea. Two young people, still in their twenties, own it—Mr. and Mrs. Richard Palmer Smart (Mr. Smart's mother was a Parker). For six generations, it has been in the family...ever since the first John Palmer Parker, a seafarer from Newton, Massachusetts, sailed around the Horn, stopped at Hawaii, fell in love with the place, and wheedled a grant of land out of King Kamehameha I.

Traces of tidy New England are all over the place. The main house, all white wood and green shutters, might sit anywhere in Massachusetts...except that it goes by the name "*Puuopelu*" (Hawaiian for haven-in-a-hill), because a Hawaiian princess once sought refuge on the spot. To pamper the thousands of thoroughbred horses and cattle, grass has been brought from Scotland and Kentucky. In a Ford V8, the head foreman rides the range, but the faces of the cowboys over the branding fires are a crazy-quilt of mixed bloods. Even the weather is an anachronism—as cool as New England in the summertime—a three thousand foot altitude accounts for that. And in winter, there's a thick enough blanket of powder snow on that extinct old volcano, Mauna Kea, for skiing. (Continued on page 102)



ALL THE NATIVES COME TO THE PARTY: THE OLDEST AND THE YOUNGEST, THE SINGERS, THE HULA-HULA DANCERS



Light prints, dark accents

Light, cool prints framed with dark accessories, proper and practical visitors for either Fair town, East or West. First: A white, white crêpe, equally good for a woman or her daughter. Black accessories. Nelson-Hickson. Second: Pale blue crêpe bolero dress, dark red print. Red belt and gloves, red-and-navy-blue hat. Jay-Thorpe



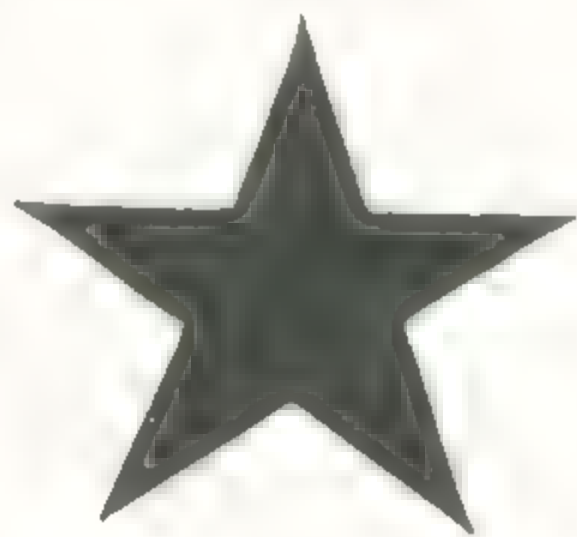
DE MOLAS

First: For travelling by 'plane, commuting by train, shopping the town or the Fair...or for being a cool, well-dressed executive, this tailored black-and-white sheer crêpe dress with a black velvet collar. (The jacket can be worn open.) Bonwit Teller; Neiman-Marcus. Black accents, immune to the summer grime of big cities

Second: Inspired dark brick-red accessories pick up the print in this white-background crêpe dress and bolero...and make it an interesting costume for summer luncheon in town. It has a dark red belt, red binding, and red buttons. You add kid shoes, gloves, straw hat, and leather hand-bag to match. All from Jay-Thorpe

Méliès

Father of the Impossible



THE FANTASTIC STORY OF A MOVIE PIONEER

WHO NOW HAS A ONE-MAN SHOW

IN THE NEW BUILDING OF THE MUSEUM OF MODERN ART

By M. F. Agha



The year of grace 1896 was a year positively studded with events of tremendous importance to the progress of Good Taste. William Morris died that year—a loss to the world of Arts only partially compensated for by the fact that M. F. Agha was born the same year.

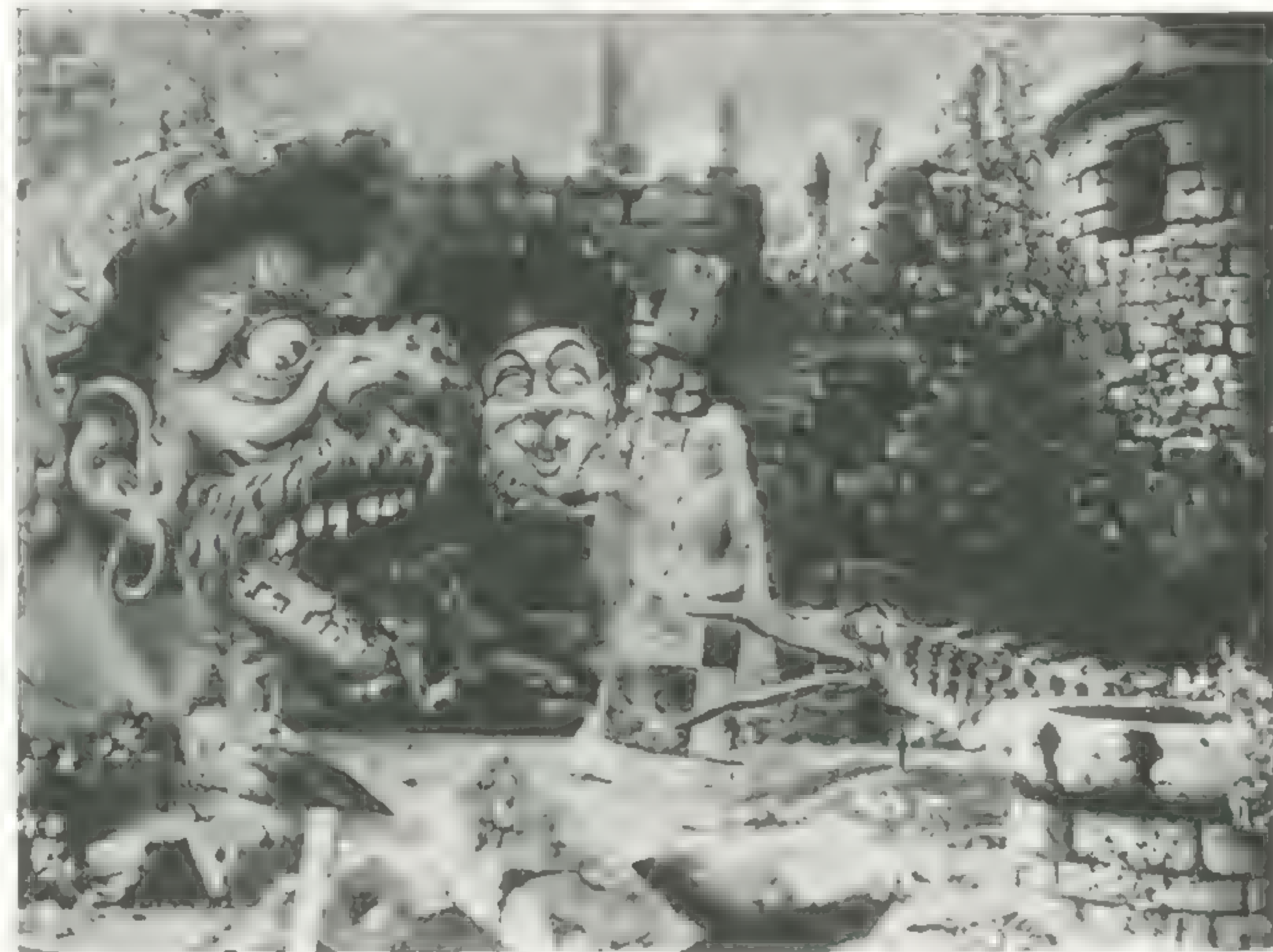
It was in 1896 that the sinuous lines of a style called "Art Nouveau" by the Germans and "Les nouilles en délire" by the French first appeared on the architectural horizon. It was during that year that G. B. Shaw took colour photographs, Aubrey Beardsley illustrated *The Rape of the Lock*, and Oscar Wilde was clapped in jail.

It was also in 1896 that Monsieur Méliès (pronounced May-lee-yes), of Paris and Montreuil, tried to make a business deal with Monsieur Lumière, of Paris and Lyons. Nobody at the time, and least of all the parties of the first and second parts, suspected that their business negotiations (which flopped anyway) would lead to developments affecting the taste and the æsthetic standards of hundreds of millions of people—much more than the combined activities of Shaw, Beardsley, Morris, and Wilde.

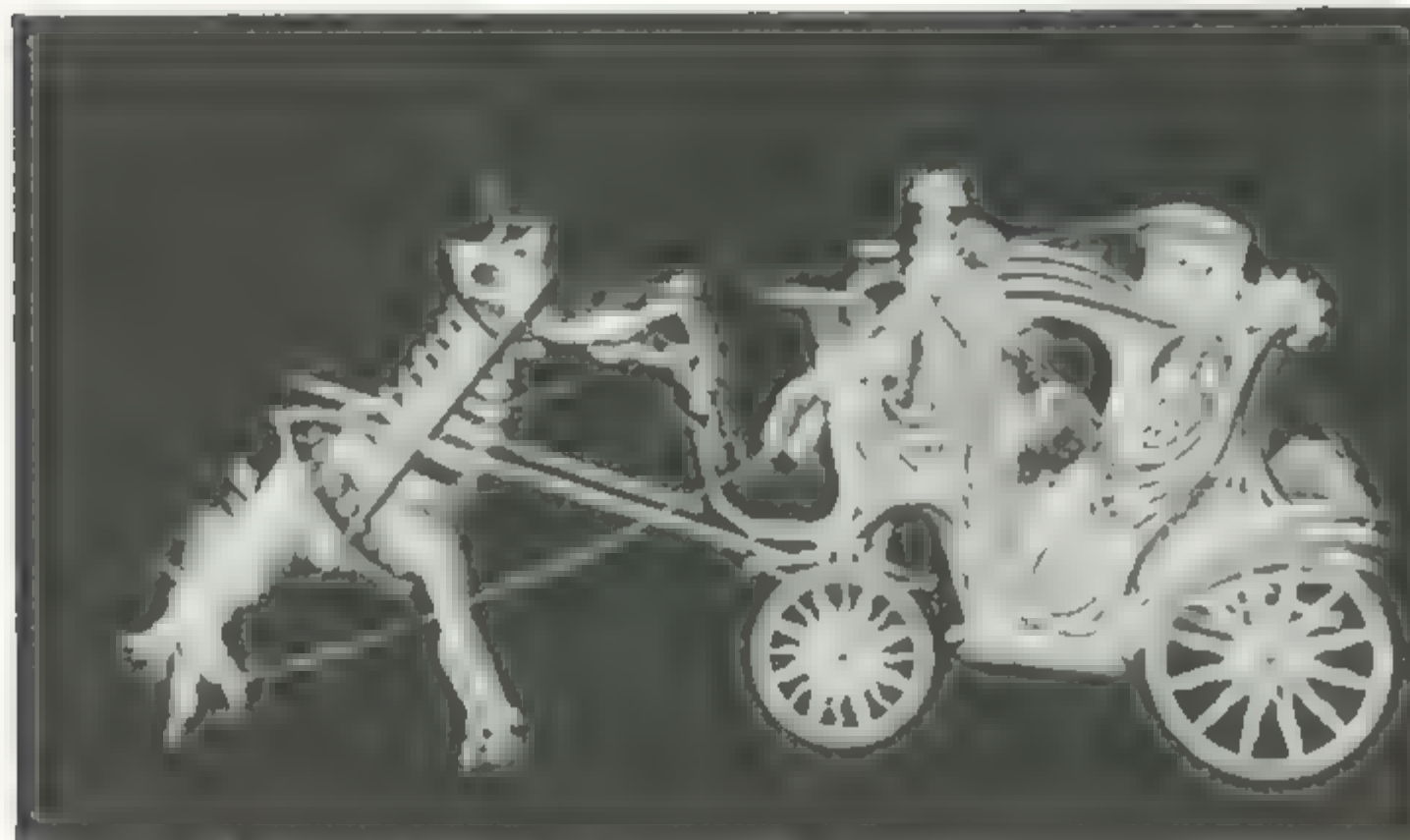
Méliès and Lumière did not worry about Æsthetic Standards. Méliès tried to buy from Lumière an invention, offering him first ten, then twenty, then fifty thousand francs; and in the end proposing, dramatically, to throw in his house and his family into the bargain. Lumière refused to sell, because he was an honest man; he felt that the invention was not worth a damn,



FANTASY FROM MÉLIÈS' GAY 1902 MOVIE, "A TRIP TO THE MOON"



TRICK CAMERA EFFECTS IN "THE GOOD SHEPHERDESS AND THE EVIL PRINCESS"



"SKIDOO" HORSE IN A 1906 MOVIE



WORKING DRAWING OF THE HORSE



IN THE EARLY FILM, "THE CHIMNEY SWEEP"



ELABORATE EFFECTS IN "THE FAIRY DRAGONFLY"

commercially, and that to take Méliès' money would be equivalent to highway robbery. The invention was the Cinematograph. Its inventor, Louis Lumière, according to this charming and authentic little story, is the patron saint of all the wrong-guessers in the motion-picture industry: the predecessor of the people who turned down Vitaphone, objected to Clark Gable's ears, thought Fred Astaire had no sex-appeal, and gave a job to Greta Garbo only because a man named Stiller would not sign up without her. Oddly enough in this case, it was the wrong-guesser Lumière who was the winner; and the right-guesser Méliès lost his shirt playing his hunch. It took him twenty years to lose his shirt—but the mills of the gods were grinding much slower then.

Méliès decided to go into the movie business in spite of Lumière's objections. After all, Lumière was not the only one to know how to make animated photographs. Three years before that, Thomas A. Edison, of West Orange, New Jersey, had successfully decapitated Queen Mary of Scotland in front of a camera that took animated photographs of just this kind. Méliès decided to obtain such a camera—or die in the attempt. He got the camera. Some say that he built it himself, with his little hatchet; others claim that he bought it from some one in London. The fact is that within a few months Méliès was busy taking motion-pictures, and, within a few years, he had invented all there was to be invented in the domain of the cinema. It came easily to him—he was a Magician.

The cinema is so much a part of our lives to-day that we have almost forgotten that it is really an incredibly fantastic and miraculous thing. (Continued on page 90)



Royal cavalcade in Canada



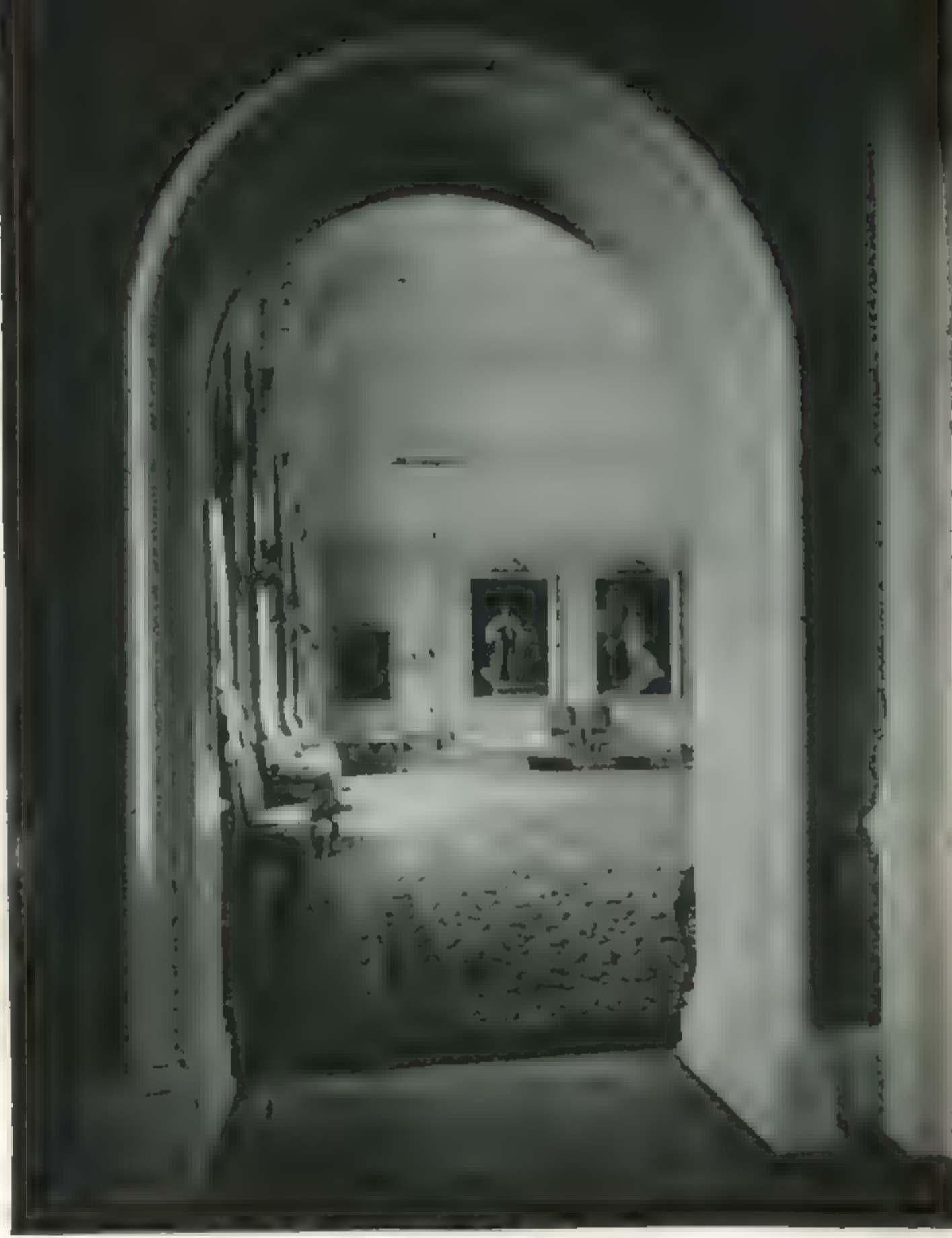
ENTRANCE-HALL OF GOVERNMENT HOUSE, WITH REGISTRY DESK



THEIR EXCELLENCIES LORD TWEEDSMUIR, GOVERNOR-GENERAL OF CANADA, AND LADY TWEEDSMUIR, IN THE BALLROOM OF GOVERNMENT HOUSE



LT. ROBIN SCOTT, R.N., A.D.C., ON BALCONY OF HALLWAY



PERSPECTIVE OF THE GRAND BALLROOM



HERE, THEIR MAJESTIES WILL BE ENTERTAINED CEREMONIOUSLY

*W*HEN a country waits one hundred and seventy-six years to look upon its King, it stores up a fine dish of Old World pomp and pageantry. Even when it's our very next-door neighbour, just across Niagara, just overnight from New York City.

This May, New York and Ottawa will be worlds apart. Here, the World of To-Morrow. There, the picture-qualities of the World of Yesterday. For Canada is summoning back a splendour that's far closer kin to a Royal Durbar in India than to New York's democratic welcomes. Vast plans have been laid...some are being changed as we go to press...but we give you a small idea of the Royal welcome that is in store for the King and Queen.

At Quebec on May 15, the Royal Twenty-One Gun Salute will blow the lid off this splendid storehouse of ceremony. After crossing the Atlantic under naval escort, His Most Excellent Majesty, George VI..."by the Grace of God, of Great Britain, Ireland, and the British Dominions beyond the Seas, King, Defender of the Faith, Emperor of India"...will disembark from his ship at historic Wolfe's Cove. It will be the first time in history for a reigning British King and Queen to set foot on the very largest of their domains beyond the seas.

From that point, the gorgeous tapestry of a Royal Tour through Canada will rapidly unroll, woven of miles of gaily-coloured bunting, embroidered with long avenues of newly planted poles with banners flying, search-lights playing on the Parliament Buildings in Ottawa, sunbursts of flags, magnificent fireworks, and, throughout, the wonderful flashing of parade uniforms and full-dress uniforms...even to white satin knee-breeches.

Riding merrily through the woof of the entire tapestry, on guard at Government House in Ottawa, policing Parliament Hill, turning up in Royal livery as postilions and footmen for the State Landau (that historic carriage will grace the occasion if weather permits)...there will be the scarlet-coated Royal Canadian Mounties, your heroes of story-book and Horse Show fame. They are responsible for the safety and the protection of Their Majesties during the Tour.

History will probably record several "firsts" in addition to the First Visit of a British King to his Canada. One: the fabulous Imperial Crown, composed of thousands of jewels dating as far back as Edward the Confessor and 1042, will make its First Appearance outside of England, if the King is to prorogue Parliament. If Canada is privileged to have this peep at the \$2,500,000 crown, she will be luckier than India. Forbidden by strict statute, before 1931, to take the Crown out of the United Kingdom, King George V. had to buy a special substitute crown for \$350,000, to wear at the Delhi Durbar. Queen Elizabeth may also bring her crown, made of platinum and surmounted by the Kohinoor Diamond, which she can remove and wear pinned on her dress. She may wear this in Washington as a coronet (it's a convertible model...its arches detach), but the King will not wear his crown in this country. (Continued on page 113)

*Ottawa prepares
to receive
the first reigning
British sovereigns
to cross the Atlantic*





EVENING WRAPS THEY WEAR NOW

Mrs. Marshall Heminway in
a blue fox capelet for day or night.
It's from Jaeckel's new shop (see page 96)



Mrs. Francis Warren Pershing
in a breeze-weight cape of silver fox,
the skins worked diagonally. Jaeckel



Sibilant taffeta faille wraps go on for summer.
Miss Penelope Dudley Ward in Lanvin's
coat of flame taffeta. Henri Bendel



Miss Diana Blythe Barrymore
in a raspberry taffeta pelisse,
corded and shirred. Bergdorf Goodman



Merle Oberon's white turban; Sally Victor



The turban winds up with fame

ALL over America, heads are being bound up in turbans. We're not surprised. Somewhat gloatingly, we say—we told you so. It all began in 1936. In our June 15, 1936 issue, we showed a Paisley satin one wound around Mrs. Astor von Hofmannsthal's head (see it here). Under the picture, we prophesied: *This may start a fashion.* Repeatedly after that, we went on showing them. In 1937—a white cheese-cloth turban that Bergdorf Goodman made; a Schiaparelli jersey turban that Bergdorf imported. In 1938—the mesh turban John-Frederics twined around Tilly Losch's head. In 1939—scores of jersey and fish-net turbans you could drape yourself.

To-day, turbans turn up literally everywhere. On the avenue. In the country. In the theatre. In automobiles. On trains, ships. Turban addicts have whole drawers full. Some are masterfully made by expert milliners—such as the white mousseline de soie one worn here by Merle Oberon. Some are just mesh scarfs plucked off veiling counters, twisted by hand, anchored with gold hairpins. Some are knitted by nimble fingers—you can get knitting directions for the one opposite from us or from Alice Maynard. After four years, fame has come to turbans. They are everybody's darling. Tie one on.



A turban to knit yourself



1937



1938



1939

Guess how much?

We're putting it up to you—to guess the price-tags of the young-idea clothes on these pages: two day dresses, an evening dress, a hat. You'll guess high, but you'll be wrong. These, ladies, are bargains—rare and gratifying. You get multiple value—in design, fabric, details—for your money. Prices on page 102.



LORD AND TAYLOR; MARSHALL FIELD

Guess the price of this overblouse-and-skirt of DuPont Spun Rayon. Excellent colours—black and gold on beige



Guess how many \$\$\$ for this dashing white straw hat. See the fine firm shape; the dotted crêpe bands. John Wanamaker



Guess how much for this checked dress of Everfast Spun Rayon. Observe the well-cut yoke, fly-front, flared skirt. Jane Engel



Guess the cash outlay for this brightly checked piqué evening dress. Admire its boned waist; its ruffles. Franklin Simon



YOU RELAX

Taking



YOUR FACE IS WARMED



YOU ARE COVERED WITH FIRMO-LIFT



YOU ARE TIED UP

HERE are the hands, that train the hands, that soothe the eyes, that press the chin, that mould the throat, that hold the head, that steal the heart and flutter the pulse of husbands. And others. Here are the hands of Elizabeth Arden, as famous a pair of hands as you'll see in a generation, rarely photographed, vigorously expressive, demonstrating for you (in the big photograph opposite), the eye-movements of her augmented Firmo-Lift treatment. You see how firm they are, with what authority and purpose they are placed on the face. You can almost feel the intentional, thoughtful pressure, the moulding, maintaining strength of them.

The hands of all Elizabeth Arden operators are trained so faithfully, so rigidly, that whether soothing, drumming, or arousing your skin, their every action is the exact counterpart of Miss Arden's own movements. For she, herself, has shown them the whys and wherefores of pressure here and friction there, and, with her own hands, corrected pressure and position. Aside from this sound, basic and fundamental schooling, the

hands of these operators know only too well how to soothe and relax, how to make you feel beautifully "unwound." And that, in conjunction with the new chairs, which were especially developed in Paris for this new version of the Firmo-Lift treatment, has an indisputably soporific effect. The chair, which you see in the little picture above, has a lift under the knees and a back angle that is peculiarly restful. In fact, when you are through, it takes some pretty grim-lipped determination to leave its soft, havening depths.

From start to finish, this is a thoughtful, well-campaigned treatment. The first step after you have relaxed into your cool, crisp smock is a thorough cleansing with Ardena Cleansing Cream, wiped off with Ardena Skin Tonic. After this, for a brief moment, your supine form is persuaded from the chair, and you are led to the registered nurse, who applies the Joie de Vivre, a rich emollient, in varying quantities, depending on your type of skin. Then, you are returned to your chair, and the short-wave masque is applied (Continued on page 115)

your face in hand



YOUR EYES ARE OPENED TO THE CHARM OF RESTED, SPARKLING OPTICS



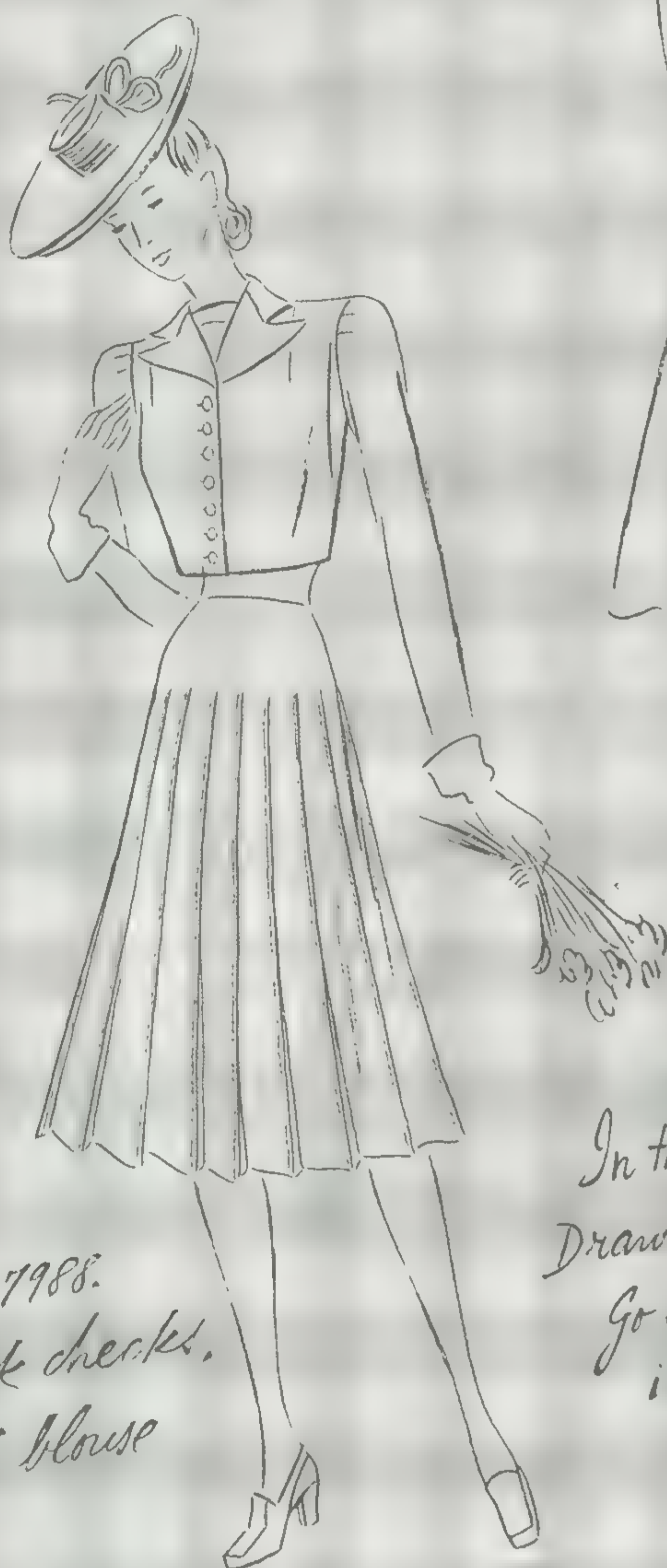
RESULT—YOUR BEST FACE FORWARD

Gingham gets about

Designs for dressmaking



To luncheon:
Dress and jacket No. 8345.
Try black checked gingham,
white piqué revers

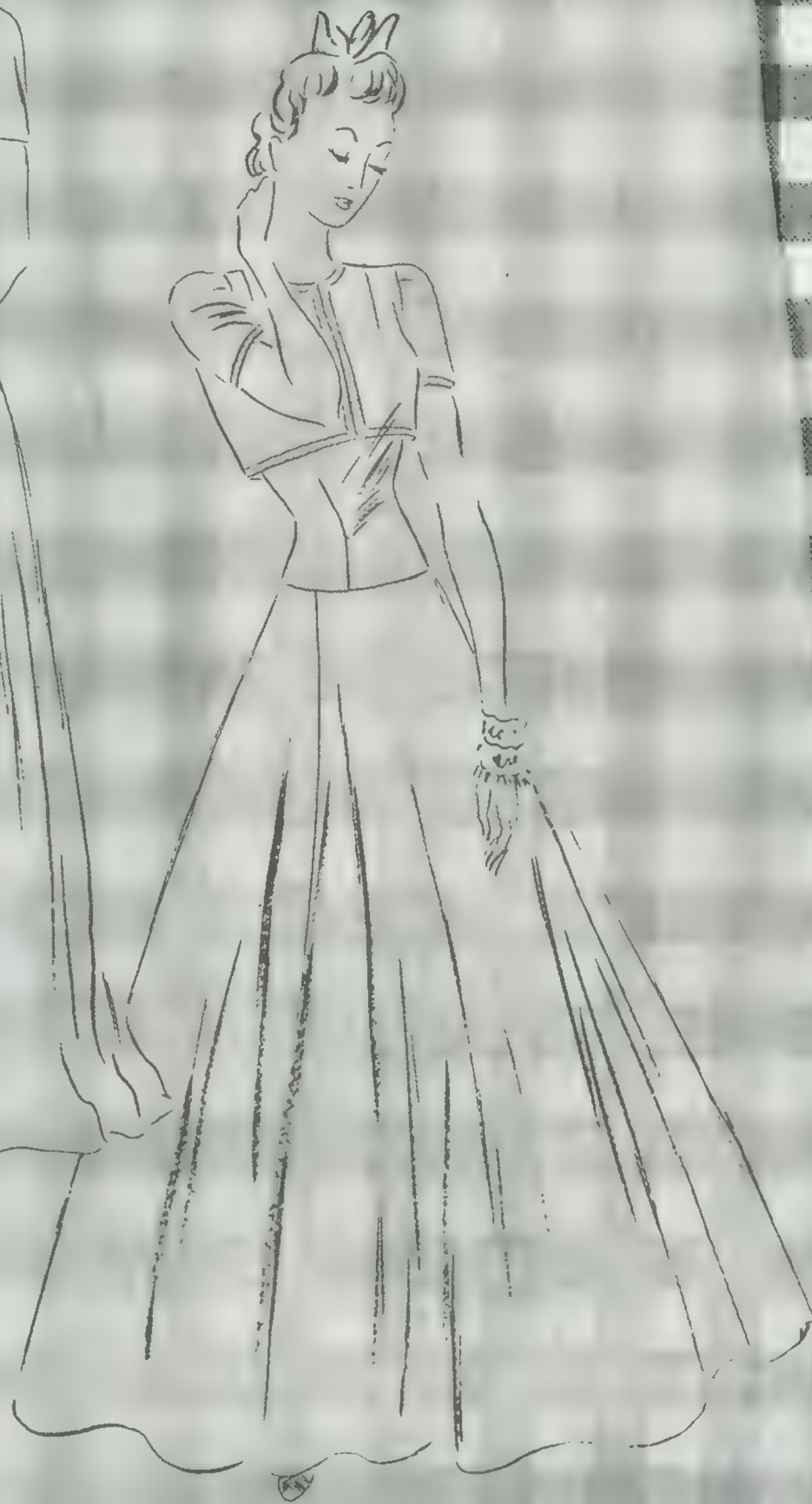
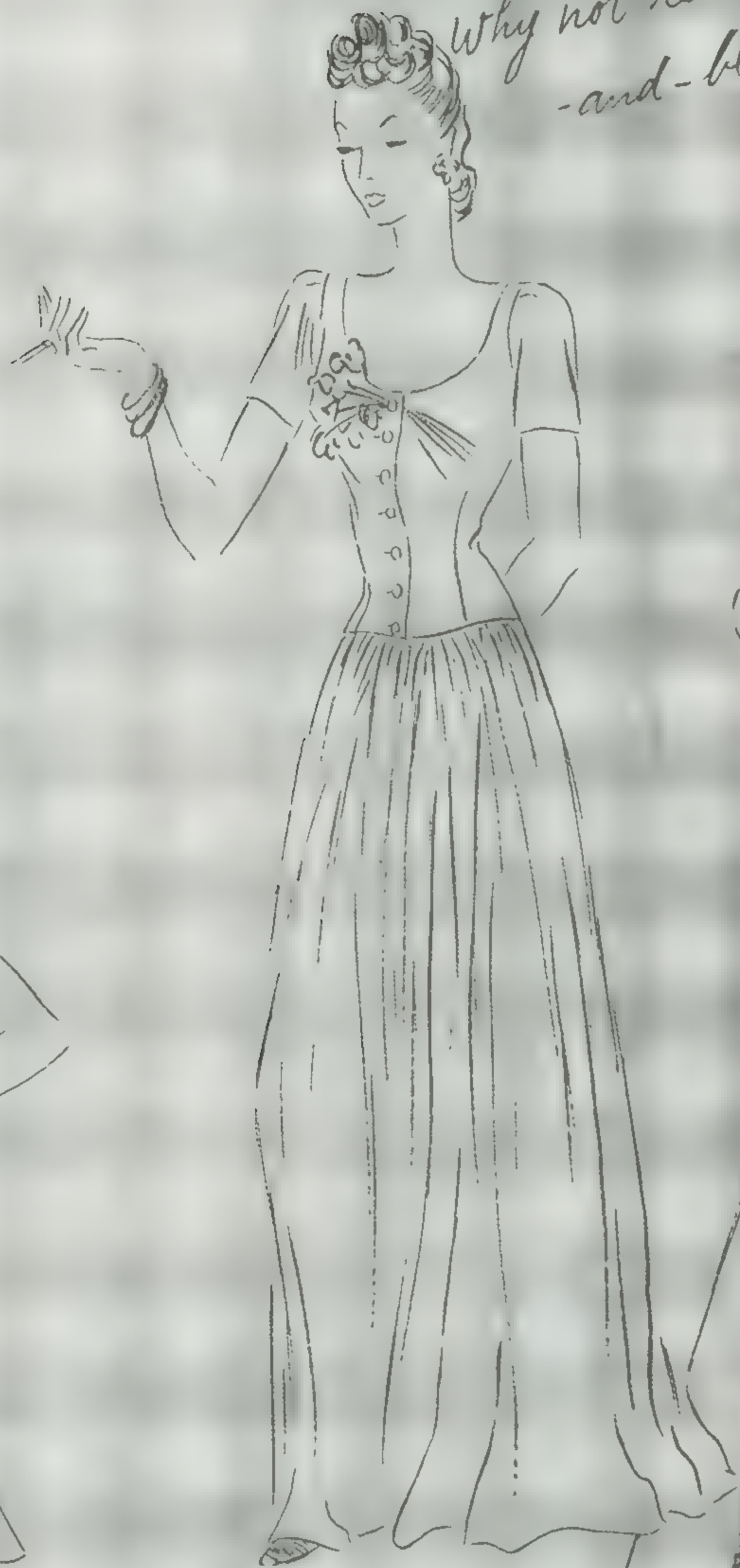


To the office:
Blouse No. 8411, skirt 7988.
Use red-and-black checks.
add a white piqué blouse



In the country:
Draw-string dress No. 8403.
Go Little Girl
in bright checks

To a country dance:
 Basque-bodiced dress No. 8402.
 Why not red-white
 -and-blue checks?



On the courts:
 Dress and shorts No. 8404.
 Pale blue gingham
 would look cool



To dine in town:
 Dress and bolero No. S-4147.
 Try tiny checks, pique-piped

Back views and sizes on page 92



A pink Sacony knitted suit makes a frail beauty of the hardest swimmer. For good form: long brassière top, separate shorts. Saks-Fifth Avenue. The Kleinert flowered cap; Lord and Taylor



Red-and-white checked sharkskin suit, under a foam-white, fly-away bolero of sharkskin. The suit has a little-girl draw-string neck-line and a bare back. Altman: Bonwit Teller, Philadelphia



Bright blue, ably supported by one red strap, one white strap, for an aquatic patriot. Talon-fastened in front. Jantzen Velva-Lure suit from Bloomingdale

HORST



Chartreuse green hug-me-tight, crocheted in a wide fish-net mesh, to show a white rayon sharkskin suit, and your sun-tan. The longer, flaring skirt is kind to most figures. Jay-Thorpe



Brown-and-white Celanese sharkskin, a one-piece suit for any age! The up-and-down panel creates a nice illusion of slimness. The skirt is long enough, the back not too low. Best; Neiman-Marcus

Bathed in Colour



HORST

*New editions
of old
American prints*

THERE'S an interesting story in the print designs of these two dresses from Franklin Simon. They are called "American Way" prints...because the designs are identical with American prints of a century ago. It all happened like this. Some time ago, the Government did research for a book on American fabrics, and discovered that the first printing on cotton in America was done by Everfast as early as 1810...at the George Washington Mills near Wilmington, Delaware.

Franklin Simon, on the alert for fresh ideas for summer clothes, leafed through Everfast's one-hundred-volume collection of every design printed during the last hundred years at the George Washington Mills, and chose four for reproduction to-day. If you see "The American Way," you will find the clothes made from these charming prints also displayed at the theatre. Here we show a bolero dress and a gipsy dress of spun rayon, in tones of blue, green, and rose. Each under \$15, complete with long history.

Here's a soup for

MAYTIME



May is a time to deck your table with early blossoms. If you have bright-hued linens, prepare to spread them now. With spring-like foods in your gaily flowered china, May's a time to make fresh overtures to appetites.

May is the time, too, when asparagus shoots of tender age are snipped, bundled together and hurried fresh to Campbell's kitchens to make Campbell's Asparagus Soup. It's an asparagus purée, smooth as sheer velvet, enriched with fresh-churned table-butter, seasoned delicately, with all the skill of two-score years of soup-making, and adorned with dainty asparagus tips.

The pleasant chartreuse look of it beckons brightly to springtime dinner tables. Prepared as cream of asparagus — with milk added instead of water — it suavely serves as mainstay of May lunches.

Campbell's Asparagus Soup is a soup for Maytime. Will you remember?

Campbell's Asparagus Soup

LOOK FOR THE RED-AND-WHITE LABEL





There's an *aura* about her. Some call it charm; others, distinction. Actually, it's the air of assurance that comes of perfect grooming.

Women who know the importance of self-confidence as well as looking right are turning to the Henri Bendel Beauty Preparations and Boudoir Essentials. They know that every jar of cream, every lipstick, every bottle of perfume, every cake of soap labelled Henri Bendel is the best that money can buy . . . representing the same ideal of perfection that has marked Henri Bendel Fashions for nearly a half century.

**Henri
Bendel**
10 WEST 57
NEW YORK

HENRI BENDEL BEAUTY PREPARATIONS, BATH ESSENTIALS AND PERFUMES ARE AVAILABLE IN FINE SHOPS THROUGHOUT THE COUNTRY

DISCOVERIES IN BEAUTY



Rare floral perfumes, luscious creams made from Hawaiian papaya, pineapple, and avocado. Presented in pottery replicas of the fruit or flower. Saks-Fifth Avenue

It is not in our department to stamp our feet and weep over haggard faces under pastel baby bonnets, nor are we allowed to accost ladies on the Madison Avenue bus and plead with them to tone down their rouge and powder their throats—but, on the subject of make-up, as an isolated and unrelated subject, we are permitting ourselves to speak with some heat.

Present-day make-ups are so varied, so alluring, so colourful, that a lot of women are acting like hungry *gamins* let loose in a cake-shop. Enthusiastic, but indiscriminate. Because of its variety and charm, make-up seems to have become a toy—something to play with—but in no way related to them personally. Nor do they see the make-up picture clearly, no matter how definite the colour themes are.... Perhaps that is why so many women throughout the country, charmed by the fragile appeal of pastel make-up, err in the final touches. Used to the bright stab of lipstick, they superimpose a smouldering flame of purple over their delicate foundation—and sally forth to meet a bewildered and disapproving world.

Another hybrid face combines "*femme fatale*" eye make-up with a baby face. Another sophisticate, with dramatic make-up, curls her eyelashes so hard that they roll over three times and play dead, forgetting that overcurled lashes cast no shadow and give a slight touch of baby stare. With rare exceptions, really purple lipsticks are despairingly unbecoming—aging, on an older face, and simply staggeringly awful on a young one. These purples, of course, are not to be confused with the fuchsia and orchid tones, which are almost universally becoming. Another badly-managed make-up is the use of pastel without the benefit of a pastel foundation. Here the darker skin tones come through in unexpected places, making your powder look far too light—rather like the cook on her Sunday off—with her face almost matching the whiting of her Sunday shoes. Please try to regard a make-up as an entity—not as various colours that will, by some curious alchemy, blend together because you put them on your face. If you're wearing pastel, wear it all the way through, right to the rim of your décolletage. (Continued on page 88)



Decorators' items by the house of Orloff—fragrant, spice-scented "*boules*" to perfume your closets, and a wooden decanter of "*Essence Pour Le Bain*." John Wanamaker



Helena Rubinstein's Aquarelle

is the ideal make-up for your summer beauty

The original pastel make-up that gives you the delicate, romantic, young look you want for your light summer clothes. A harmony of soft pastels to make you radiantly pretty, charmingly pictorial. You'll wear Aquarelle with your light, cool summer prints, with your veiled and flowered toques, your new white hat.

For a more intense, dramatic make-up, and for important evenings, Madame Rubinstein suggests her famous Orchid Make-Up, with glamorous Champagne Rosé Face Powder, and the vivid beauty of the lovely Orchid Red Lipstick.

MOISTURE-PROOF FACE POWDER, protects as well as beautifies your skin. It is entirely pre-expanded and balsamized to preserve precious inner skin moisture, protect pore texture, 1.00 to 5.50

TOWN AND COUNTRY MAKE-UP FILM keeps your make-up fresh all day, conceals and helps to prevent lines, keeps shine away. A day-long beauty treatment that makes make-up twice as lovely. 1.50

HELENA RUBINSTEIN LIPSTICKS have biological ingredients that keep your lips lustrous, dewy, young-looking. Aquarelle and Red Orchid will take you smartly through the summer. 1.00, 1.50, 2.00

ROUGE, 1.00 • LUSTROUS NAIL GROOM, .75 • EYE SHADOW, 1.00 • RUN-PROOF MASCARA, 1.00

Available at all good stores and Helena Rubinstein salons

Helena Rubinstein

715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • SAN FRANCISCO • TORONTO • MELBOURNE

TO BE COOL AND FRAGRANT

To be cool—Bathe wrists and temples often with Helena Rubinstein's lovely Apple Blossom fragrance, newest of her Flower Shop Bouquet Colognes. Light, yet lasting, the breath of an apple orchard in full bloom. Other Flower Shop Bouquets are English Garden and American Garden, 1.00

After your bath—the luxury of fragrant, silken-fine dusting powder. Keeps your skin fresh, smooth. Flower Petal, Water Lily, Enchanté, 1.00. Town and Country Body Sachet, 3.00

Before going out in the sun, smooth in Helena Rubinstein's Sunproof Cream. Its luscious velvety touch bars the burning actinic rays of the sun, permits you to tan. A perfect powder base for summer. 1.00

WHEN YOU COME TO THE FAIR

you are cordially invited to visit Madame Rubinstein's magnificent Salon, an exquisite setting for the most scientific beauty care in the world.

Special features include: Tours through the Salon every day... Interesting talks and demonstrations... Complimentary skin analysis and diagnosis... Lessons in the art of make-up... Famous Zurich Room luncheons... Collection of Madame Rubinstein's antique miniature rooms.

LE GANT*

"STA-UP-TOP"



"This is what gives you a slim waist, Mother—'Sta-Up-Top'!"

"I love its comfort, too!"

Daughter knows that Fashion's highlight today is the slender waist. And she has found that "Sta-Up-Top" Le Gant hugs and slims her waist like an extra set of muscles! There are girdles and pantie girdles, many with "TwoWay-OneWay" for back hip flatness. Like all Le Gants, "Sta-Up-Top" is the corset that's different, because it has the *comfort of elastic with the control of cloth.*

Both wear A'lure, the s-t-r-e-t-c-h-a-b-l-e bra. \$1.50 to \$5.

Write for free booklet, "Recipes for Figure Beauty." The Warner Brothers Co., 200 Madison Ave., New York, N.Y. In Canada, The Parisian Corset Mfg. Co., Quebec.

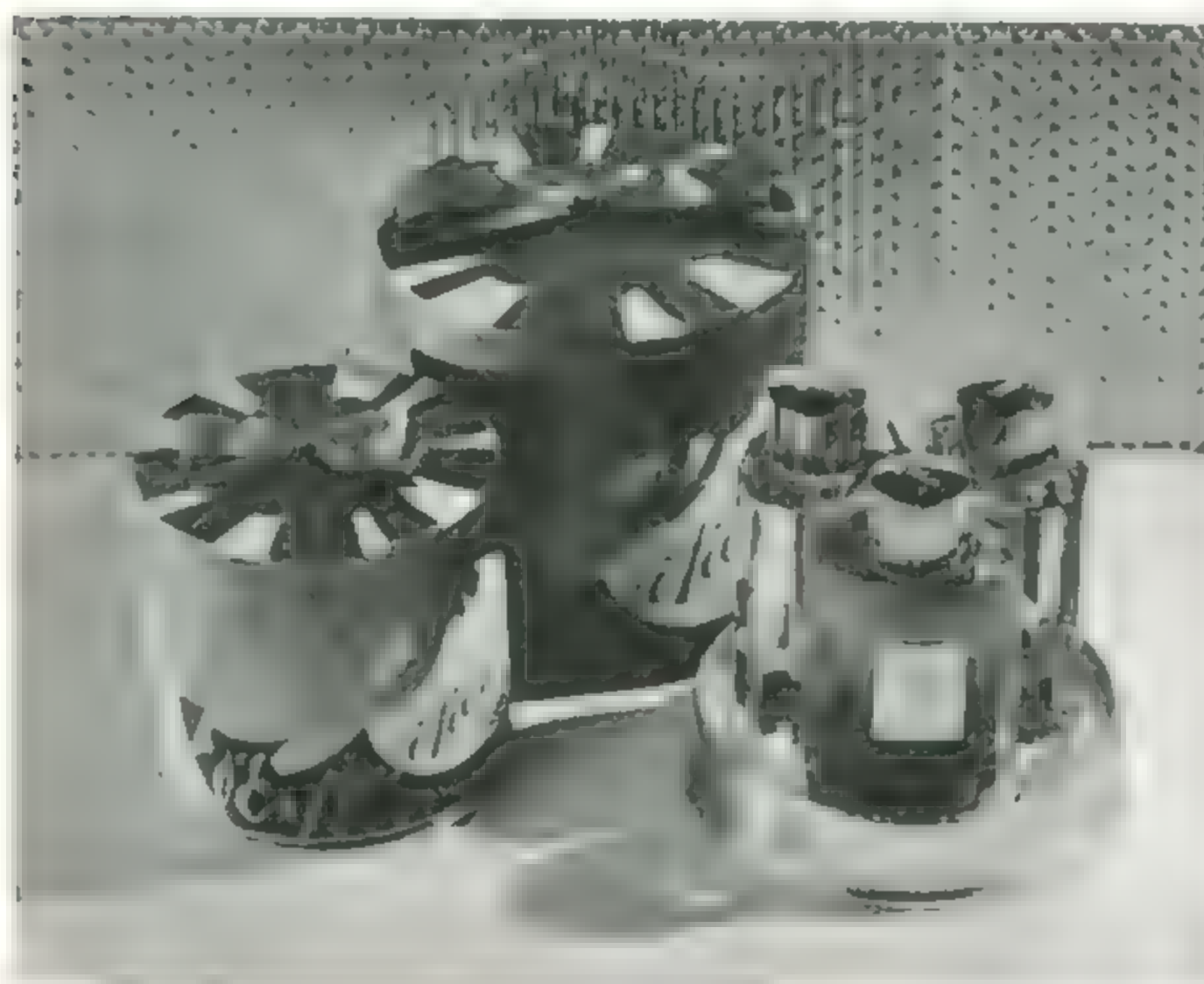
"STA-UP-TOP" LE GANT \$5 TO \$35

AT BETTER SHOPS

Pat. No. 2,136,742

•Reg. U. S. Pat. Off.

DISCOVERIES IN BEAUTY



A colourful salutation to both the East and West is Lenthéric's perfume triad called "L'Exposition," including "Tweed," "Miracle," and "À Bientôt" bouquets

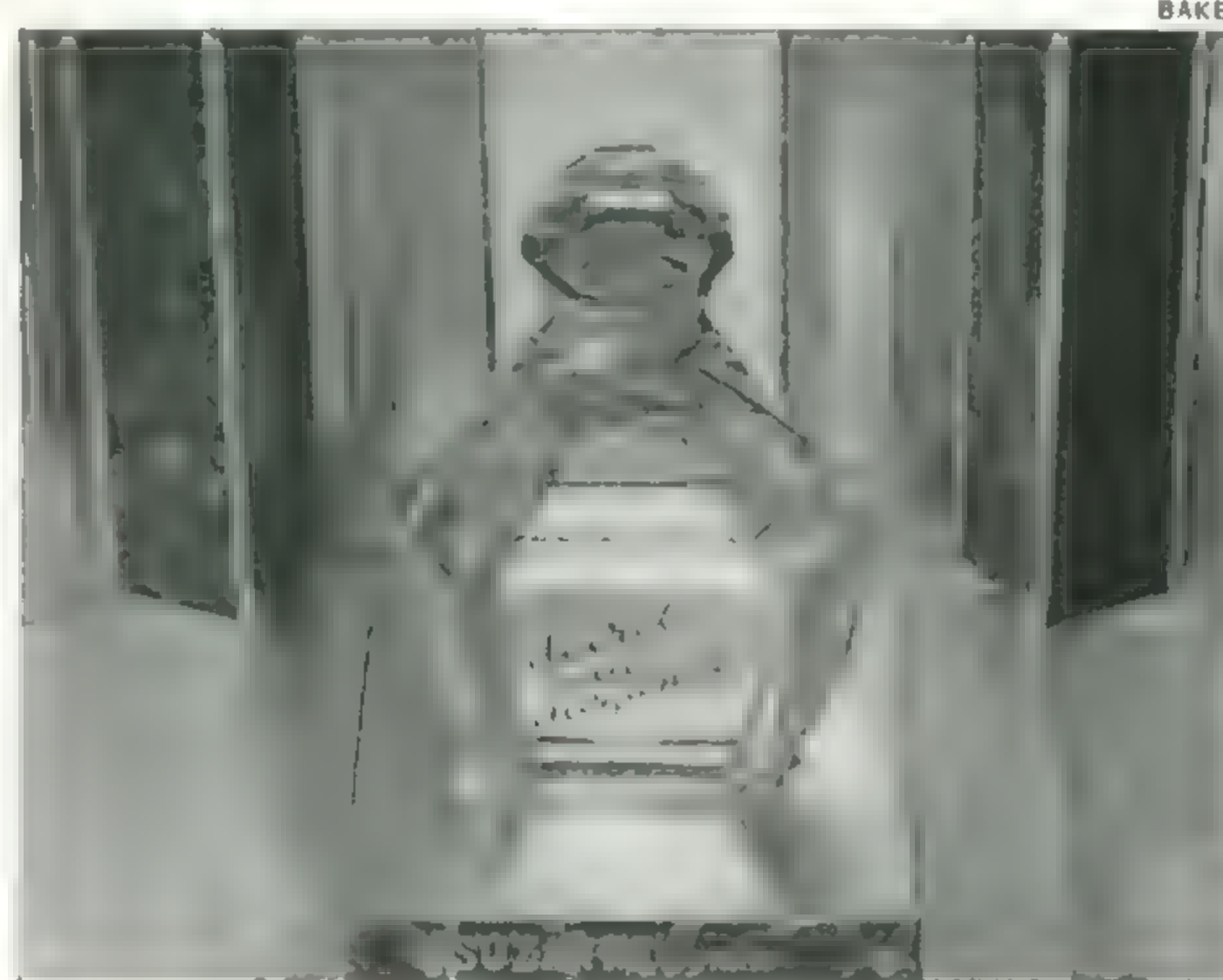
(Continued from page 86) If it's fuchsia you choose, be fuchsia to your finger-tips. If it's dramatic red—be a danger-signal complete and final. Join the crusade for the abolition of *mésalliances* in the make-up world.

The other day, we visited a completely air-cooled and ventilated salon, on the second floor of 608 Fifth Avenue. Werner of Switzerland is the maestro of the establishment and has gathered together a coterie of experts in the arts of hair-dressing, massage, skin care, and make-up. With summer fast approaching, this refreshing and attractively decorated establishment has a definite appeal. The shampoos are satisfyingly thorough, the coiffures carefully thought out, and, in fifteen minutes by the clock, you emerge from the fast-drying machines used exclusively throughout the salon.

The ministrations of Werner's Complexion Suisse preparations, which we have eulogized before, are under the tutelage of Madame Camille, and the entire mezzanine floor has been given over to this department, which includes massage, skin treatments, and dramatic new make-ups. Incidentally, shower baths have been installed in this upper region, so you can do a thorough job of the refreshing business.

Dorothy Gray has produced a new make-up film called Elation. It is moist and slithery and goes on beautifully. The moisture seems to coax your powder into permanent residence, and your face doesn't feel dry or stiff. You know how some vanishing creams leave you making grimaces to try and ease the tension on your skin—you half expect your face to crack under the strain of a real laugh.

Elation Make-Up Film comes in a peach ice-cream shade that makes you want to dig in with both hands and (more practically) is a super-flattering foundation shade and exactly right with your lighter spring make-up and "pastelized" spring clothes.



An old favourite, with a faithful band of followers, Suzanne's "Secret de Suzanne" is spicy and penetrating. A carnival perfume bottled with deceptive restraint

Miss Cobina Wright, Jr., recently selected by the Society of Illustrators as "the most attractive and talented New York girl of the 1939 season." Cobina, Jr., who sings at the Sert Room in the Waldorf-Astoria Hotel, is one of the most popular members of the younger social registerite set. She "loves" Revlon Cream Nail Enamel . . . says: "Revlon is *stunning*. And since my nails are at their best with Revlon, naturally I use it always."

*Why Revlon users
can have longer,
stronger nails...*

COSTUMES BY BERGDORF GOODMAN



You can tell from the first stroke of the brush that Revlon Cream Nail Enamel is exceptionally soft, smooth and creamy. It just *flows* on the nail! This soft, smooth, creamy texture suggests that Revlon is kind to the nails. As indeed it is! For Revlon is distinguished for the fact that it contains no acetone or similar ingredients or colorings which tend to dry the nails or restrict their natural, healthy growth. There could be no greater evidence of Revlon's superiority than the fact that it is used in more quality beauty salons throughout the world than any other nail enamel. These beauty salons represent a critical testing-ground. *And they prefer Revlon Cream Nail Enamel.* Smart women the world over say that Revlon is best for looks, best for wear, best for nails. You—and *your nails*—will prefer Revlon, too!



Revlon CREAM *nail enamel*

Nail "Tips" TRINGAR is Revlon's glamorous new gypsy rose-red shade in three graduated tones. Ask for TRINGAR-1, light; TRINGAR-2, medium; TRINGAR-3, dark . . . These are the newest three of Revlon's 21 fashion-right shades. At leading department stores and in quality beauty salons.

Is your Luggage AS SMART AS THE CLOTHES IT CARRIES?



Outside, WARREN LUGGAGE has the appearance smart travelers demand. Inside, it has unique and clever construction that keeps clothes really fresh and unwrinkled. And *all through*, it has the sturdy quality that comes from WARREN'S 60 years experience in the creation of fine hand luggage.

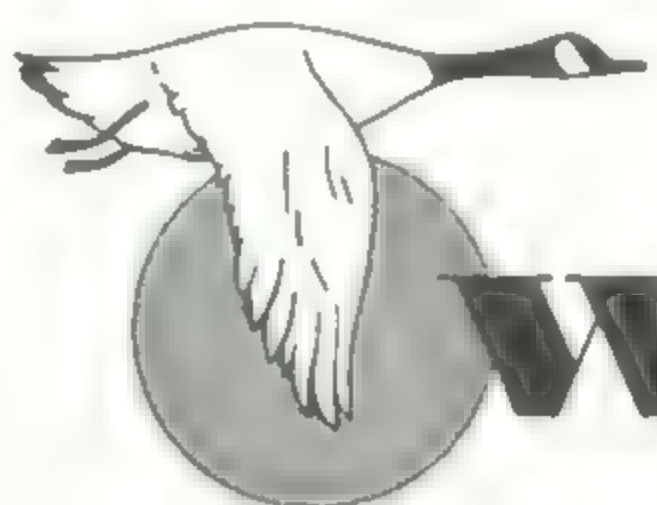
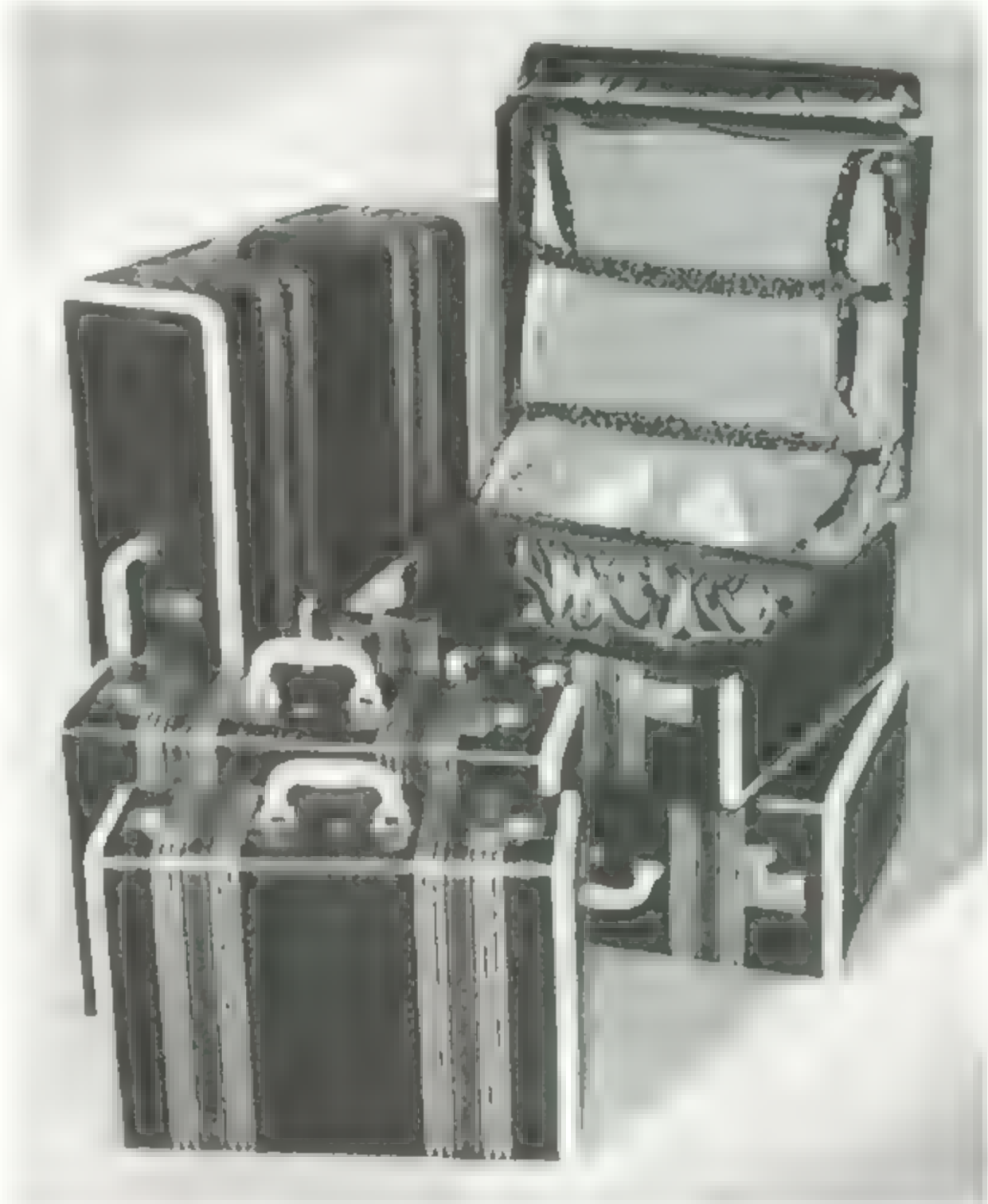
See the wide selection of WARREN LUGGAGE at your dealer's now. Many styles, many sizes, many patterns . . . from light fabric coverings to heavy finest grade leather. And, before you buy, ask to see your luggage packed . . . with clothes (not paper patterns). We ask you to do this because we know, that by every comparison of luggage IN USE, WARREN LUGGAGE will be your selection.

A FREE SERVICE TO YOU . . . If you want to know the type of luggage you should have for any travel occasion . . . week-end trips, business trips, vacations, cruises, honeymoons, going to school, gifts for friends, or any other travel . . . write Travel Service, Warren Luggage, Worcester, Mass. Suggestions will be sent to you without any obligation on your part.

ENSEMBLE YOUR LUGGAGE

Fashion dictates luggage that matches. Select WARREN LUGGAGE from many attractive coverings and styles. Start with WARREN and ensemble your luggage correctly, smartly . . . in the true trend of fashion.

Illustrated:—WARREN LUGGAGE Series No. 37 . . . ensemble of glazed black fabric with woven double white striping, rawhide binding and handle, with navy blue satin lining. Photo shows, back left — the FORTNITER Wardrobe. Open case is MIGRATOR single bar hanger case. This series is available in 14 types of hand luggage.



WARREN Luggage

WORCESTER, MASSACHUSETTS

MÉLIÈS

(Continued from page 69) The old magic lantern seemed supernatural enough to its contemporaries to be called "Magic."

But the pictures of the magic lantern, coming to life on the screen, must have been super-supernatural, super-colossal super-magic to them. No wonder a professional magician like Méliès was willing to give his home and his family for it. We have no doubt that, with the slightest encouragement from Lumière, Méliès would have offered him his immortal soul as well.

That would not have been out of character. Although, in private life, Méliès appears to have been a most charming, peaceful, family-loving bourgeois, professionally speaking he was always surrounded by a strong odour of sulphur and brimstone.

A magician of that period liked to be thought of as a direct descendant of Cagliostro; and the familiar image of a stage thaumaturge, with diabolically arched eyebrows, a goatee, pointed moustaches, and a red-lined cloak, that still can be seen in comic strips, dates from the middle of the last century. A magician was always a Mephistopheles in disguise, unless he would rather copy Dr. Faustus.

THE TYCOON OF MAGIC

Méliès performed his feats of magic first in the little theatre of the *Galérie Vivienne* and then in the "*Cabinet Fantastique*" of the *Grévin Museum*. The "*Cabinet Fantastique*" is still there, in a musty old building full of wax effigies of murderers and kings; the attendants, who look exactly like their waxworks, still punch on your ticket the extra admission fee to the Hall of Mirrors, and, while a steam calliope is thundering above your head, the moth-eaten palace full of Egyptian caryatids is nightly transformed into a forest full of fireflies. All this is, of course, done with mirrors.

Méliès, however, soon graduated from the Museum to what was really a commanding position in the world of magic: he bought the theatre of Robert Houdin—"The Father of Modern Magic." It was the smallest theatre in Paris, and the performance there always looked like a cross between a black mass and a jam session. Houdin was the first to transform the magic business from a simple sleight-of-hand hocus-pocussing into an elaborate stagecraft, with machinery, light effects, music, incense, a cast, and a script.

Houdin made such an impression on his contemporaries that the French Government sent him to Algeria after a serious uprising took place there, to discredit the Marabouts who were causing all the trouble, by a demonstration of the white man's superior control over the devils and djinnees. It is from Houdin that our own Houdini borrowed his name, thinking quite rightly that it sounded more intriguing than his own name, which was Eric Weiss. Houdin may have been "The Father of Modern Magic," but Méliès was "The Father of the Impossible." He was a worthy successor to Houdin. He was truly diabolic, and the titles of his acts were always suggestive of illicit commerce with Satan. He borrowed the "Casket of Cagliostro" and the "Cabalist Clock" from Houdin and added to them his own

"Head of Beelzebub" and the "Castle of Mesmer." He is said to have known all the tricks of magicians since the times of the Egyptians and Greeks. Skilful with his hands, he was expert in the mechanical construction of mysterious stage devices. The cinema was to him another of the magic tricks to be added to his repertoire—and the most fascinating of all. Being a designer, a photographer, an actor, and an imaginative man, he was fully equipped to handle this new-born art. He invented practically everything.

Some of his inventions are due to his untiring efforts; others to a lucky accident. One day he was cranking his machine on the *Place de l'Opéra* in Paris, trying to photograph the traffic. The machine was jammed, and, while Méliès was repairing it, the bus he was photographing was driven away, and a hearse got into its place. When Méliès' film was projected on the screen, the spectators saw the magic and the instantaneous transformation of a bus into a hearse. Thus the substitution trick was discovered.

LONG BEFORE D. W. GRIFFITH

Méliès also invented fade-ins and fade-outs; the super-impression; the slow motion; the reverse motion that makes the divers jump out of the water and land back onto the spring-board. He was the first to use the small models of stage-sets. He even made sound films by synchronizing his movies with a wax cylinder of a phonograph. He used animated drawings, some of which are in the Museum's exhibit, before Disney was born.

He was the first to make the same actor appear twice on the screen and shake hands with himself. It is true that Griffith of Hollywood claimed this honour when he presented William Boyd sitting at thirteen different tables and enjoying his own company in this crowded way; but Méliès did it earlier and better. He photographed himself playing simultaneously all the instruments in an orchestra.

The trick of the same person appearing in many editions is decidedly a magic trick, and it came quite naturally to Méliès. There is a legend that Cagliostro himself, when kicked out of Saint Petersburg by the police, played the final joke on the government officials by leaving town and signing the register at thirteen different town gates at the same time.

Méliès was also the first to use artificial light for motion-pictures. He built in his country place in Montreuil a motion-picture studio that was a combination of a photographic atelier and a theatre stage. The studio was equipped with all the traps, pulleys, flying-machines, sea-wave machines, wind and cloud machines of the kind that can be seen even now in the *Théâtre du Châtelet*—a Paris theatre specializing in melodrama and fantastic "Féeries."

The flying coffins, hissing serpents, flame-belching dragons, and the aerial ballets of Châtelet are nothing in comparison with the animated fairy-tales that were the first films produced by the "Father of the Impossible" in his studio. Méliès filmed Jules Verne's "Trip to the Moon," "Little Red Riding Hood," (Continued on page 92)

A Summer

SWEET AND COOL WITH OLD SPICE



AN
EARLY AMERICAN
FAN will be given as a
token with each purchase
of talcum



THIS SUMMER, let the roses-and-spice freshness of Old Spice Talcum, so entrancingly scented,



keep intact your cool charm, your immaculate



daintiness. Each picturesque container is accompanied by

an intriguing token—that other foil for summertime glamour in Early American days—a gaily decorated fan.

You'll be enchanted with



the Early American coquetry so



quaintly pictured thereon.

You'll adore



the fragrant, cooling loveliness of Old Spice Talcum. A delightful



introductory

packet, including Guest Talc, Guest Soap, and



Sachet, will be sent you upon receipt of twenty-five cents.

*Trade Mark Applied for by SHULTON, INC., DEPT. V, ROCKEFELLER CENTER, 630 FIFTH AVENUE, N. Y. C.

AT LAST...

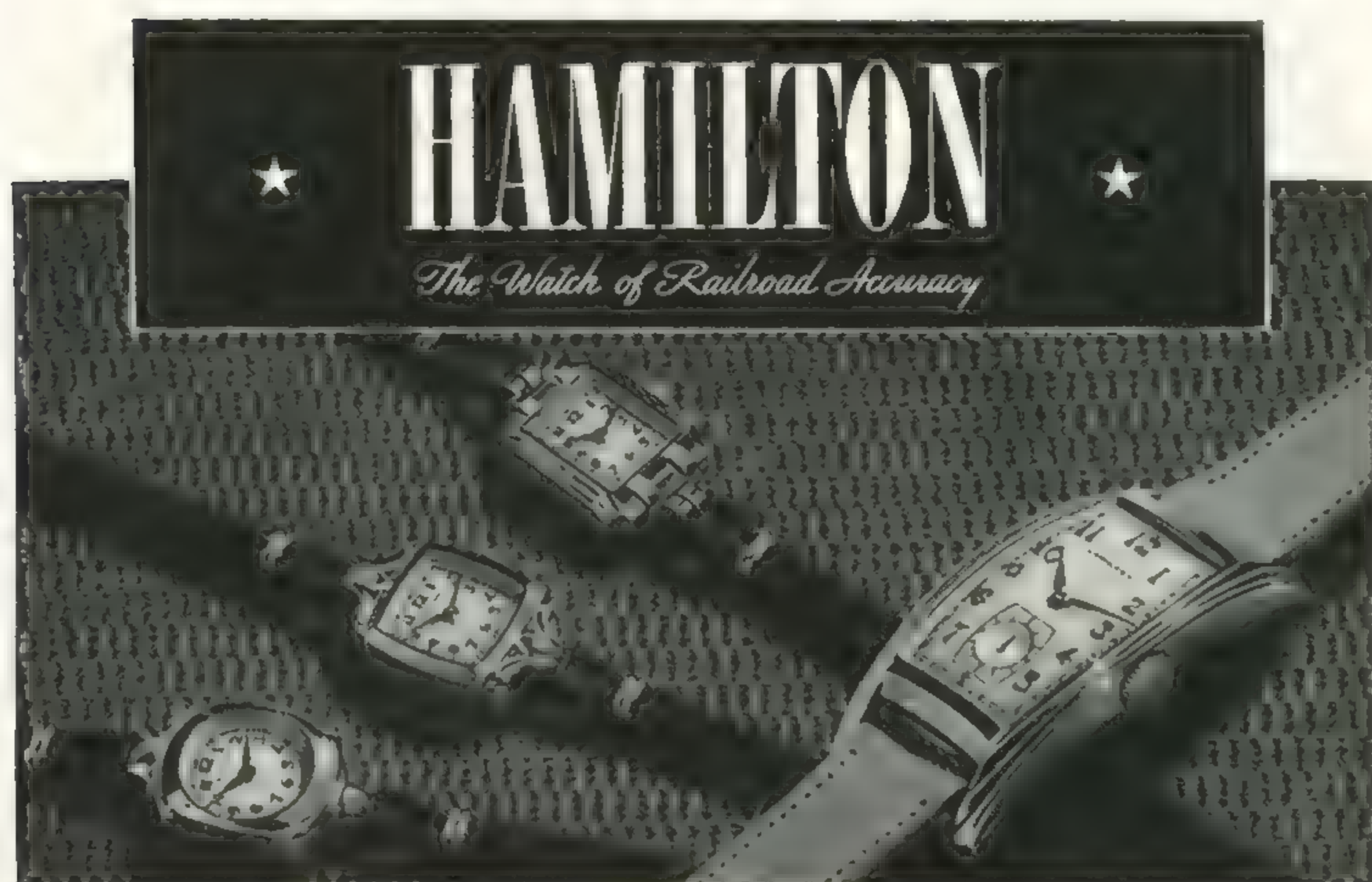
a small watch you can really trust



YOU'D never in the world expect such an exquisite, tiny little Tom Thumb of a watch to encompass the accuracy of a Hamilton. Yet that accuracy is there as surely as the name Hamilton—famed for generations as "America's Fine Watch."

See the new Lady Hamilton at your jeweler's today. Try one of the charming styles on your wrist. See how it makes your wrist—yes, even *you*—feel sizes smaller... younger... more feminine. Then—see if you have the courage to take it off!

Hamilton makes only high-grade watches, with 17 or more jewels and precious metal cases. Priced from \$37.50 to \$5,000. Write for illustrated folder. Hamilton Watch Co., 957 Columbia Avenue, Lancaster, Penna.



LUETTA (Lady Hamilton). 17 jewels. Solid 14K natural gold. Applied gold numeral dial. \$60.

ELLYN (Lady Hamilton). 17 jewels. Solid 14K natural gold. Applied gold numeral dial. \$60.

VICTORIA (Lady Hamilton). 17 jewels. Solid 14K natural gold. Applied gold numeral dial. \$60.

For men! LINWOOD. 17 jewels. 14K natural gold-filled. 18K applied gold numeral dial. \$52.50.

MÉLIÈS

(Continued from page 90) "Cinderella," and "Bluebeard." He also tackled "The Conquest of the Pole," "A Thousand and One Nights," and "Robinson Crusoe." (Five of these films are being shown in special programs every day at the Museum of Modern Art.)

He even applied his magic in a field that is so successfully exploited by the March of Time to-day. He made a film of the coronation of King Edward VII., entirely staged after the fact in his own Montreuil country place. It is said that King Edward himself saw the film and admired his stand-in greatly for his dignity and kingly poise.

The most amusing part of Méliès' work, however, from our view-point is not his technical improvements and inventions, but his Art. He was a painter and a scenery- and costume-designer of incredible ingenuity and the most god-awful taste. The diabolic tendencies of a magician, grafted onto the bourgeois soul of a primitive, equipped with the skill of a sign-painter, led to achievements in the field of stage design that made many a refined person gasp with indignation twenty years ago.

To-day the Gay 'Nineties and "Fin de Siècle" are not awful any more. Viewed from a distance of forty years, they look quaint and often charming. We can now judge the work of Méliès without being blinded by militant Good Taste. Méliès' paintings and sketches have force, sincerity, and an amazing consistency of style. He really is just as close to Hellish Breughel and to William Blake as he is to the circus poster and the third-rate vaudeville backdrops.

Méliès made, in all, more than four thousand films before fate caught up with him. But the Prince of Darkness finally appeared and dragged to the nether regions the man who sold his soul to the movies. This apotheosis assumed, of course, a dreary and com-

mercial aspect which made it all the more painful to the romantic fantasist, so fond of fire and smoke.

The changes in the methods of renting and selling of motion-pictures and the lack of financing proved the undoing of the Mighty Magician. The Government requisitioned his office in 1914; his country house and the studio were sold for debts; the remaining films, for which collectors would now give their eye-teeth, were sold to chemical factories to be melted down and used in the manufacture of varnishes.

Later, even the last stronghold of this modern and unfortunate Merlin, the Théâtre Robert-Houdin, was demolished (because the new portion of the Boulevard Haussmann went right through it).

Méliès was reduced to playing vaudeville and operettas in the provinces. He sank even lower later: he kept a candy stall in a railroad station.

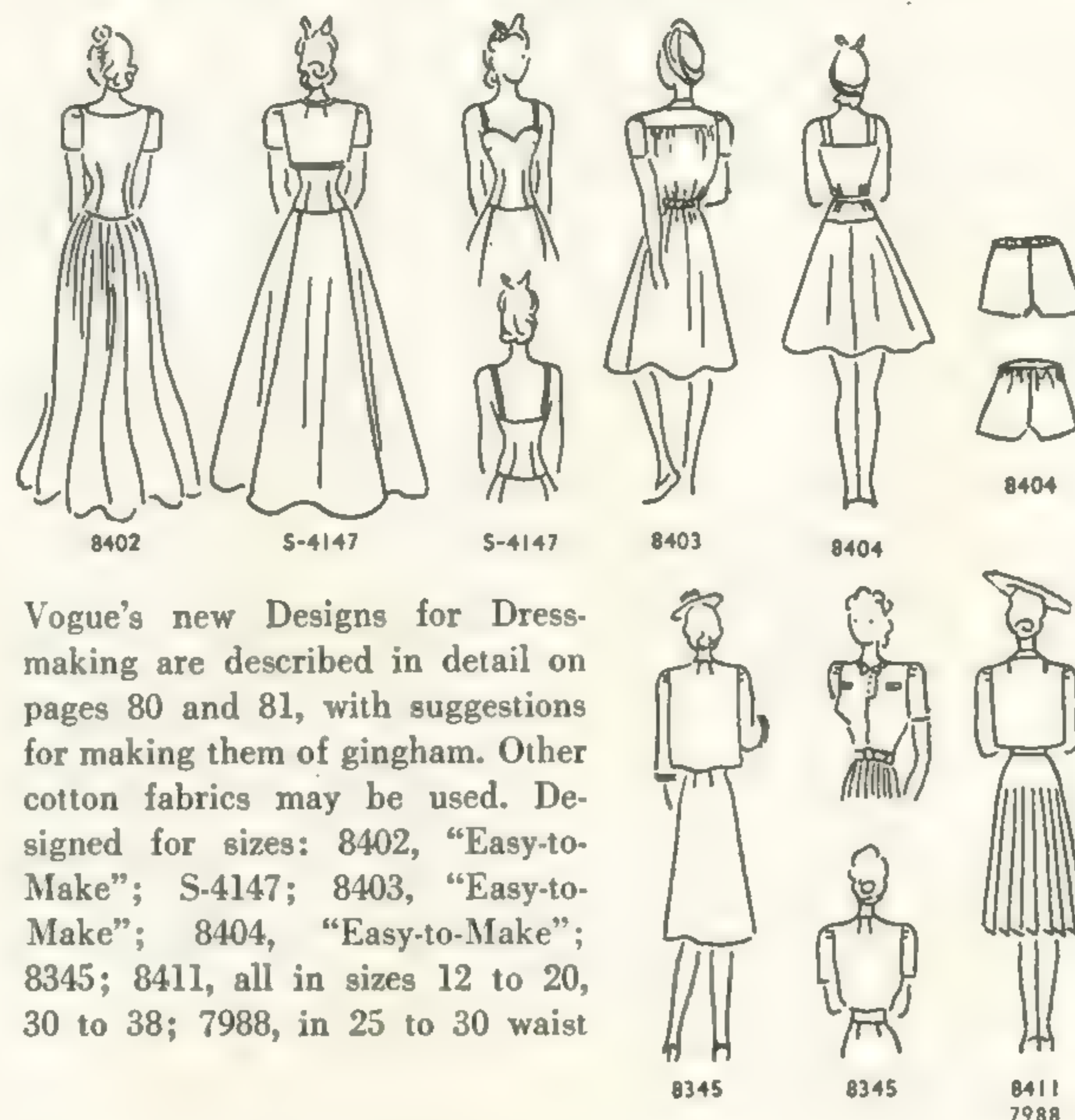
He pictures himself as chained to the wall of this cubicle in the self-portrait that is at the head of this article, on page 68.

The motion-picture industry in the meantime had grown to gigantic proportions, prospered, and began to feel the need for ancestors. Méliès was discovered in his candy shop, glorified, decorated, and asked to give a show of his old films, some of which, by a miracle, were preserved.

The old man lived through this revival with unflinching dignity and accustomed stage presence. During the Memorial Performance "Le Gala Méliès," he made a charming speech, begging forgiveness for "such old films," and asking the audience's permission to supplement what he thought was poor entertainment by something he felt he could do much better—a few card tricks.

He died in 1938 in the Home for Aged Motion-Picture Actors.

DESIGNS FOR DRESSMAKING



Vogue's new Designs for Dressmaking are described in detail on pages 80 and 81, with suggestions for making them of gingham. Other cotton fabrics may be used. Designed for sizes: 8402, "Easy-to-Make"; S-4147; 8403, "Easy-to-Make"; 8404, "Easy-to-Make"; 8345; 8411, all in sizes 12 to 20, 30 to 38; 7988, in 25 to 30 waist

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 116.

BAL MASQUE



"Three Silent Messengers": 3 flacons Bouquet Lenthéric \$1.95
 Face Powder: seven shades 1.00
 Lipstick: black, or white-and-gold finish 1.00
 Matching Single Loose Powder Vanity 1.00
 Bath Powder: Lavande or Carnation 1.00
 Talc: Lavande or Carnation 50¢
 Soap: 4 cakes: Lilas, Lavande, Fougère, Carnation 1.00

beauty requisites
 de **Lenthéric**

245 RUE SAINT-HONORÉ + 261 FIFTH AVENUE

A natural partner of good things to eat



There are many attractive and easy ways to keep Coca-Cola cold . . . ice-cold . . . before serving.



COPYRIGHT 1939, THE COCA-COLA COMPANY



The six-bottle carton . . .
from your favorite dealer

There's something about the sparkling tang and zest of ice-cold Coca-Cola that makes it a natural partner of good things to eat. With frosty bottles of Coca-Cola picnic time becomes refreshment time. And ice-cold Coca-Cola is so easy to take along.

EDZARD'S PORTRAIT OF MRS. LEHMAN

By Frank Crowninshield

THE likeness, on page 47 of this issue, is of Mrs. Robert Lehman, whose husband—a cousin of the Governor of New York—is now the head of Lehman Brothers. An interest in art has long been a characteristic of the Lehman family; Mr. Lehman's father, as an example, has gathered together one of the really notable art collections in America. In one of its divisions—the department of fourteenth- and fifteenth-century Primitives—the collection is, in fact, without an equal in this country.

But Mrs. Lehman enjoys renown in her own right, first as a popular figure in the social and artistic life of New York; second, as the granddaughter of William Jennings Bryan, and, also, as the daughter of Ruth Bryan Owen Rohde, a lady who managed to impart a new lustre to the profession of diplomacy in America.

This picture constitutes the fifth canvas in Vogue's "Portrait-Painters of To-day"—a series designed to solve the question so often put to its Editors—"What artist—preferably a painter well-known in Paris, New York, and London—can paint an agreeable and distinguished portrait of my wife?"

The canvas of Mrs. Lehman is one of Edzard's more recent portraits, and is of the same general order as his familiar likenesses of Mrs. George Blumenthal, Mrs. Seymour Cromwell, Mrs. C. Suydam Cutting, and Mrs. Wyllys Betts, all of which are characterized by a wistful and vaguely nostalgic charm. They call up, as so many of his portraits do, the enchanted days of the Impressionists in Paris; the hour of *crépuscule*, the refrain of a waltz, the faint odour of orris, the magic of old places and old ways.

But, aside from their power of evoking the fragrance of vanished days, his portraits are always decorative, both in design and colour, and fit admirably into any well-ordered modern interior. They are certainly, as likenesses, not so precise as to merit the charge of photographic exactitude, but they are always, and quite unmistakably, agreeable counterparts of their feminine originals. While some might claim that the spirits of Edouard Manet and Edgar Degas hover over Edzard's portraits, like benevolent and directing angels, it can not be denied that they are original, personal, and really provocative works of art. (The Durand-Ruel Galleries in New York now have a Dietz Edzard exhibition, composed principally of likenesses of professional or, at any rate, random models, rather than of his fashionable figures in the *beau monde* of Paris, London, and New York.)

HIS ROMANTIC CAREER

The details of Edzard's career somehow seem to fall in the realm of the improbable. Born in Germany, in 1893, he entered an export firm in Bremen, when only sixteen years of age. But life in that industrial harbour-town left the young man discouraged. As he had nourished, from his boyhood days, a secret ambition to paint, and had become a great admirer of the portraits of Trübner (an artist who had introduced the realistic manner of Cour-

bet into Germany), Edzard went to Karlsruhe, determined there to follow in that master's footsteps. But, once arrived there, he met and fell in love with a sixteen-year-old dancer in a country circus. His infatuation proved so profound that he joined the circus troupe, only to be dismissed because of his obvious lack of fitness for such a life. He next went to Stuttgart where he began to paint in a manner more in harmony with his nature as an artist.

In 1911, he studied in Berlin, under the direction of Beckmann. Because of his increasing interest in mystical and religious matters, he soon began creating a series of Madonnas, Ascensions, and Pietàs. He continued to live a good deal the life of a hermit until 1914, when he entered the German army as a soldier, in a regiment of infantry. Falling ill at Kurland, and suffering a serious nervous breakdown there, he was taken to a hospital in which he found a way out of his misery by painting.

At this period, a famous picture collector in Germany—Von der Heydt, by name—bought some of his paintings. With his new patron's aid, Edzard was eventually able to exhibit his paintings along with those of Picasso and Derain, though he still continued working in an avowedly mystical and religious manner. In 1918, he returned to the army and suffered another nervous breakdown. But, this time, the authorities, rather than allow him to work at his easel, locked him up in a sanitarium.

Released, in 1919, he went to Holland where he found himself spiritually and financially bankrupt. In 1921, he returned to Germany and, in Bavaria, devoted himself seriously, and for the first time, to landscape painting.

A NEW MANNER APPEARS

It was in 1927, however, that he underwent the great change, both in his nature and art, that was so to alter the course of his destiny; a change a little comparable to that experienced, forty years before, by Vincent Van Gogh. For Edzard went to paint in Provence, the Paradise of all painters, where the brightness and splendour of the light, and the beauty and rhythm of the landscape impressed him so deeply that a new order of canvas began to emerge from his now completely orchestrated palette. It was at that time, too, that the work of such painters as Van Gogh, Matisse, and Vlaminck began to influence him. Since 1927, Edzard has been avowedly a member of the School of Paris, the group of foreign painters who, living in France, have so miraculously absorbed the aesthetic quality of the French masters.

It was in the beginning of the 'Thirties that he began to devote himself seriously to his portraits, which now took on a somewhat altered character. The new works were of three orders: first, portraits of his wife—Suzanne Eisendieck—herself an artist of considerable renown; second, images of professional or, at any rate, random models; and, third, likenesses of fashionable and well-known figures in American and European society.

BEYOND THE BLUE HORIZON . . .
THE MOUNTAINS OF
FRANCE

Hundreds of hamlets...scores of rendezvous-resorts offer you a heavenly holiday...begin in the land of the soft-spoken Basques and vault to the frosted sky-ways of the Vosges...*high time you were coming over!* ★ Pause at Pau and canter along the bridle paths that once resounded to the hoof-beats of Henry IV's charger...relax at Cauterets scooped out of a Pyrénées peak...at Gavarnie with its lofty glacial waterfalls...mount a funicular to Superbagnères and live above the clouds...drop to La Bourboule under the Puy-de-Dôme in historic Auvergne ★ Wind through the Alps to Aix-les-Bains on Lake Bourget...fashionable Évian on Lake Lemman...picturesque Bescançon in the Jura...the Vosges' elite Spa at Vittel.

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French National Railroads, 610 Fifth Avenue, New York

[Rubber-tired Michelin Autocar, seating capacity of 100, on view at the French Government Building, New York World's Fair.]



Modern

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*R*esort Reports for 1939—short curls, held in place with a snood, “little girl” play clothes, and Old Golds in the smartest beach bags. Old Gold is easy on the taste and easy on the throat. Its extra-aged prize crop tobaccos create extra double-mellow flavor; the extra Cellophane jacket offers extra-sure freshness.

So—relax in the sun . . . and light an Old Gold!



TUNE IN on Old Gold's "Melody and Madness" with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra, every Tuesday night, NBC Network, Coast-to-Coast.

SHOP-HOUND GOES PLACES



BEFORE you close down the lid of your trunk, get around to visiting the nice new young shop called, appropriately enough, Mademoiselle. When you first walk in the door you are greeted by hats, hats, hats. You can certainly take your pick, something fey or a fool-proof classic. The stipend for these will be anything from the \$5 to the \$20-odd range, with \$10 as an average price. Charming imported-looking sweaters for about \$5 or \$6. And see the nice collection of assorted jackets, skirts, and accessories; 12 West Fiftieth Street.

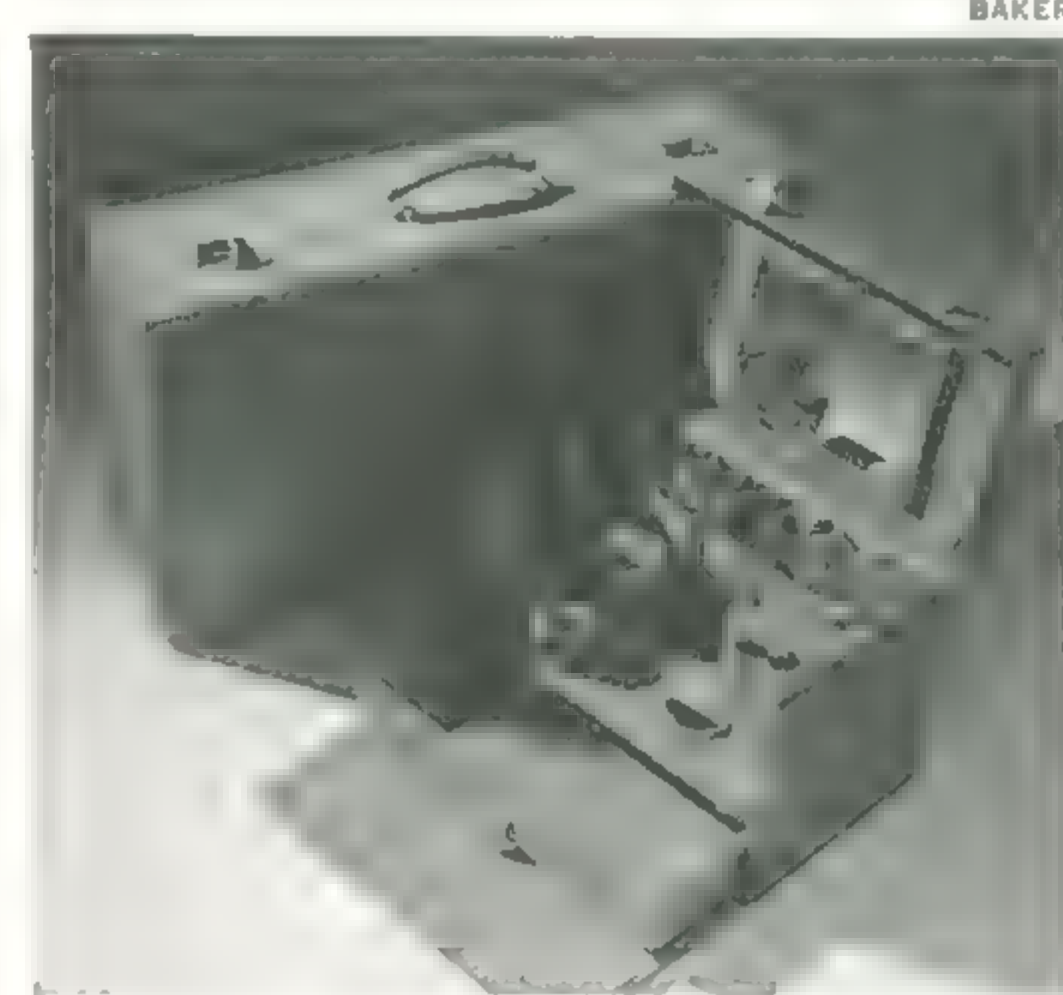
The new building of Jaeckel, Inc., is something sumptuous. It's six floors tall, and craftily planned to bring out the best in all the precious pelts for sale. The lighting is, wherever possible, the light of day, and even the artificial lights are designed to be a pretty accurate facsimile of it. There are regular-artificial-light zones in those fluorescent tubes, which flatter your face while the other rays are flattering the furs. The colour scheme, too, is arranged to offset you and furs prettily. The street floor is pinky-beige; the second, of warm grey. Above all this is the factory on the two top floors. These are sky-lighted and north-lighted, so that the workers can match skins accurately. At 10 East Fifty-Seventh Street. (Two fur wraps from the new collection are on page 72.)

Go see the watch-case jewellery at Bonwit Teller. These lovely golden things are perfect copies of old watches, made into lapel ornaments, pins, and lockets. Why not give a lapel one to a departing friend, and fill it with perfumed pads to comfort her on smoky trains? Why not, when they're so pretty?—many of them engraved with sentimental scrolls. The price is small; about \$3 to \$5.... Or splurge on Mark Cross' elegant Noah bag of russet cowhide or pin-grain morocco, with leather draw-strings (shown left). Yours to have or to give, for less than \$18.



Or give a real live watch that ticks. Bulova has a new one that appeals to us. It's called the Perisphere, but it isn't one, or how could you wear it on your wrist? It's a hemisphere, with the circular motif carried out in the rounded crystal. It's a tiny affair, but tough enough to be a good traveller, for the face is set well back under the crystal. At each side of its shining case is a ball through which the usual black silk cord runs. Our reaction would be to run thin coloured ribbons through here, for variety and for fun. There are seventeen jewels inside, which seems a lot of jewels for the price—about \$37.50 at Schwartz Brothers, Forty-Seventh Street at Fifth Avenue.

At the right you see two of Arthur Gilmore's latest leather triumphs. First, the twenty-four-inch, feather-weight suitcase (weighing less than five pounds). It's made of hand-stitched cowhide and air; about \$56 for this. Beside it rests a drop-front bottle bag of sun-tan cowhide, exceptionally beautiful. Inside is as comprehensive a supply of bottles as you could wish for, and a lining of scarlet washable fabric. About \$140, at 16 East Fifty-Second Street. Mr. Gilmore has given this delightfully pleasing luggage advice. "A little saddle soap and two trips a year will keep it in perfectly good condition." (Continued on page 98)





Lingerie by Saks Fifth Avenue, New York

Let the Woodbury Beauty Foursome
give you a Lovely Complexion . . . turn a Penny for you
. . . and win you Luck in Hearts

THE smart and ultra have taken it for their slogan. They've adopted the four Woodbury Beauty Creams, which they use at home and for which they pay less than half they used to spend for the price of a single facial.

The four Woodbury Creams form a complete scientific method for the care of the skin; one for basic care, one for cleansing, one for dryness, one to finish—and out! They embody all the best properties of the haughtier beauty aids and even some these costly luxuries lack.

The Cold and Tissue Creams contain an important Vitamin which doctors and skin scientists have found stimulates the skin's activity. All four are as pure as a maiden's prayer—they stay germ-free as long as they last, helping to guard sensitive skin.

Woodbury Creams are based on scientific knowledge of the skin's *present* problems. They're as up-to-the-minute as the last revue, yet they come from that old, established house which has been responsible for three generations of beauties.

Tested by skin scientists and physicians thousands of times on every type of skin, the four Woodbury Creams answer the basic needs of *most* complexions.

Put the rest of your pennies into your hat! Spend only a few for the Woodbury Beauty Foursome! At all leading stores you can buy them—generous jars that will last you for *weeks and weeks* for only \$1.00 each. Smaller sizes for as little as 50¢ and 25¢. The four Woodbury Creams will quickly prove they can help to make you lovely—and lucky in hearts!

Help yourself to more
Enchanting
BEAUTY



For Vital Skin . . . Woodbury Cold Cream, a basic beauty aid. Contains a skin-stimulating Vitamin which arouses healthy skin activity. Helps keep skin fine, clear, vital.

For Clean Skin . . . Woodbury Cleansing Cream helps rid pores of all impurities, dust, powder, rouge. Prepared from pure, fine oils, it melts at skin temperature.

For Dry Skin . . . Woodbury Tissue Cream for overnight use. Contains rich, emollient oils and a skin-stimulating Vitamin which help to overcome dryness and to activate the skin. Softens dry skin quickly.

For Finishing . . . Woodbury Facial Cream. Holds powder and rouge smoothly. Helps protect against wind, dust, sun. Apply under your make-up before going out.

WOODBURY *Creams*

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TO MAKE YOU MORE BEAUTIFUL



Make your charming
costumes more alluring



SCIENCE and FASHION
put their heads together
to bring you this exquisite
Porous KNIT-and-WOVEN

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Because a veritable miracle has been performed—you can now enjoy the cool porosity of net AND the power of super-controlling Lastex—in this new remarkable fabric which is both KNIT-and-WOVEN. Think of it!—at last you have superb figure-flattering control in unbelievable comfort. In addition—"Modernet" means skillful styling, flattering design, luxurious feminine details and exquisite elegance.

Model illustrated has two-way stretch Lastex "Modernet" sides to hug your hips for slim smoothness. Fagotted satin Lastex control panels flatten you in front and back. Topped with an alluring lace uplift-bra, adjustable shoulder straps. InvizaGrip garters finish this perfect picture. Sizes: 32 to 38, odd and even. \$10.

*In the wide range of exclusive Hickory models, there's one especially designed for you... whether you require moderate or gently firm support. For style—for perfect control—for priceless beauty at a modest price—you're right to insist on getting Hickory.

If your corsetiere hasn't the "Modernet" model you desire—she'll gladly secure it for you upon request. If not, please write us giving your size and dealer's name. Address: Ruth Stone, Personal Shopper, 1160 W. Congress Street, Chicago. A. STEIN & COMPANY, Chicago, New York, Los Angeles, Buenos Aires. Associate Manufacturer: Dowd Corset Company, Ltd., Pty., Melbourne, Australia.

Beautiful, Youthful Contour-Control

HICKORY

THE FOUNDATION OF LOVELINESS

SHOP-HOUND GOES PLACES



(Continued from page 96) If you can't imagine what Hound was doing when she posed for her portrait at the right, she was brandishing a shield, looking ahead to warm climates and happy sunshine. Sunbeams are one thing, but perspiration—the healthy, pesky thing, is another. Being a great shield-fancier, we went to the Kleinert people, who are certainly authorities on the subject, and we have lore on the latest developments designed to protect your clothes and your peace of mind, while you're travelling or tramping around the Fair grounds. The new group of brassières with attached shields is wonderful, shaped on uplifting lines, of lace or net. There is a back shield, which is a blessing indeed, especially to wear under print or pastel dresses. You can trip around the tropics, free as a bird if you wear one of these, for you'll be sure your dress is up to any temperature. In case you feel lazy and siesta-like, that needn't worry you because there is no sewing involved. You simply pin it to the dress seams at your shoulders and waist-line.

And there are pin-in shields for jackets, too, satin-finished and easy to apply, in light colours or navy-blue or black. For the new short little-girlish sleeves, there are special pin-in dress shields with a shortened lower flap. These are boilable, made of fine nainsook.

Last of all, we want to tell you about a boon called the Garment Gripper. If your skirts and blouses are prone to come apart just when you want to feel poised, you should whip out some small money as quickly as possible, because then you will be a Garment Gripper-owner, neat and altogether. You pin this rubber strip (stretching it slightly) to the waistband of your skirt. There it remains, keeping your skirt straight and your blouse unruffled. You can buy all or any of these reassuring articles at Altman's, and for so little cost that you can take along a good big supply.

Before we settle down to more good voyage presents, we have news from Merrill-Davisson, the imperturbable arrangers of duties that you put off yourself. Not only will they close your house and catalogue your possessions for you, but they will pack your bags so that you can sail with a free heart and a complete list of what is in each bag. Here, at 164 East Seventy-Second, you'll find many other soothing services, including shopping.



Schrafft's have a most attractive basket made up especially for hot-weather sailors. It's full of cool mints, hard candies, nuts—some of those smooth Macadamia ones included—and other light energizing candies. In case you are really hungry, there's a small box of chocolates, too. Sitting under a clump of red carnations, this array comes to you for about \$7.50, at 58 West Twenty-Third Street.... The newest addition to H. Hicks and Son's food line is a wonder-fruit from Florida, and it is called the Sapodillas. It's sweet and juicy like a pear, with a russet skin, and the size and shape of a small orange. About \$1 to \$1.50 a dozen.... Now we're hell-bent for leather news.

There's a fine compact pigskin case at Saks-Fifth Avenue that caught our eye and affections. It's a combination cigarette-case, bill-holder, and coin-purse, lined with beige moire, and zipped around on three sides. At the back, there is a strap which you snap over your belt, and there you are with all your treasure safe on your person. Around \$5. Also at Saks—a super-efficient wallet called the Director. Some of its worthy features are the sliding index, the secret pocket, and the number on each wallet, which helps you find it in case of loss. From about \$3.50 to \$12.50, according to the leather chosen. There's also a matching key-case with spaces for six keys, easily detached; about \$1.50 to \$5.



ODORONO CREAM

*safely stops
Perspiration
1 to 3 days*

**Non-Greasy... Stainless
... Soothing**

**Takes odor from
perspiration**

**Safe before or after
shaving**

**Won't irritate skin,
rot dresses**

**No waiting to dry...
vanishes instantly**

No fuss... no worry

If the pace of modern living has brought out the quick-change artist in you, the new Odorono Cream is going to suit you to a "T." You dab it on, slip into your dress, and go forth with complete assurance that you're going to *stay* dainty—dancing and excitement to the contrary!

Guard your charm, your poise, your chances for romance! Banish worry over underarm odor *and* dampness this modern, 15-second way. Use the new Odorono Cream—today! Only 35¢ at all toilet-goods counters!

THE ODORONO COMPANY, INC., NEW YORK, N. Y.

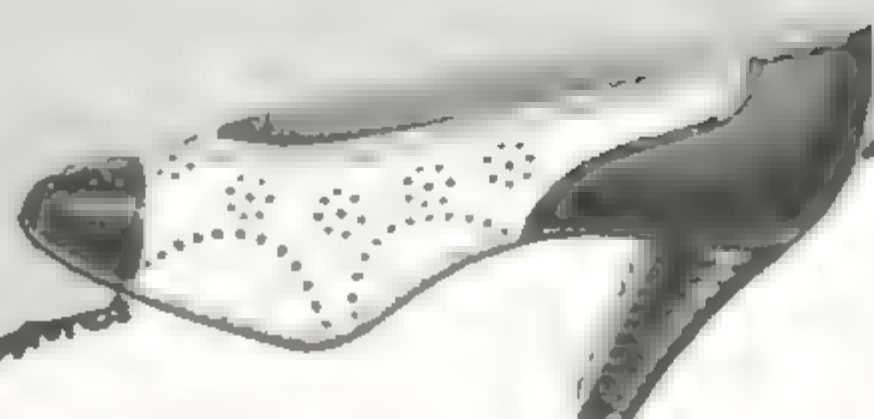




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DE DIÈNES

If you fly, take off lightly with canvas luggage. This Hartmann overnight bag with brown-and-white regimental stripes has cowhide binding, dark beige Celanese taffeta lining, and tamper-proof locks. Saks-Fifth Avenue. (Page 42 shows another picture of this smart travel suit.)



Khaki covert-cloth is a trim new departure. (1) Suitcase with matching leather binding and beige lining. (2) Hat-case, smaller than some, for small hats and four pairs of shoes. (3) The Oshkosh party-case for party dress, wrap, cosmetics, jewellery, et cetera. Oshkosh Trunks, Inc.



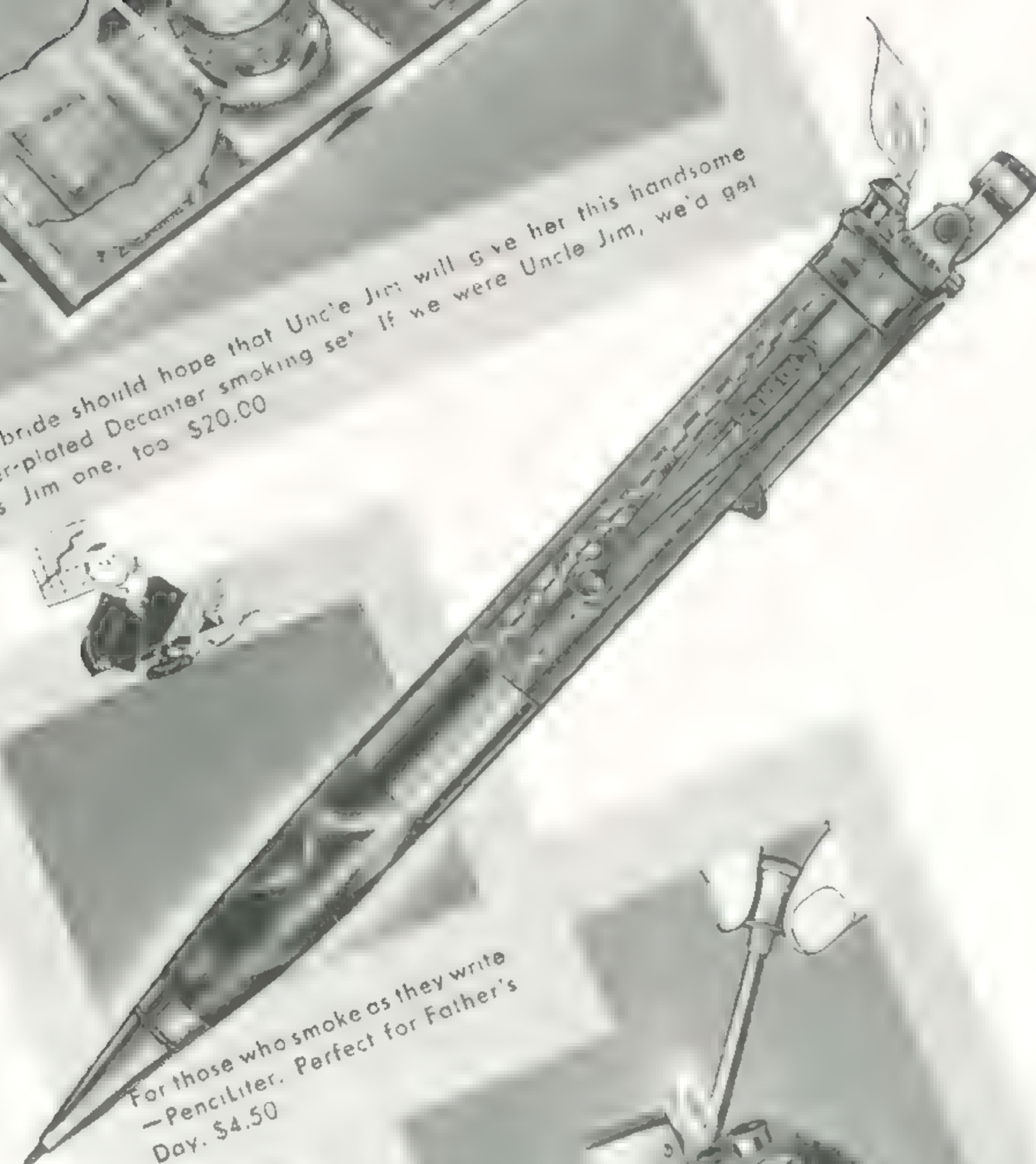
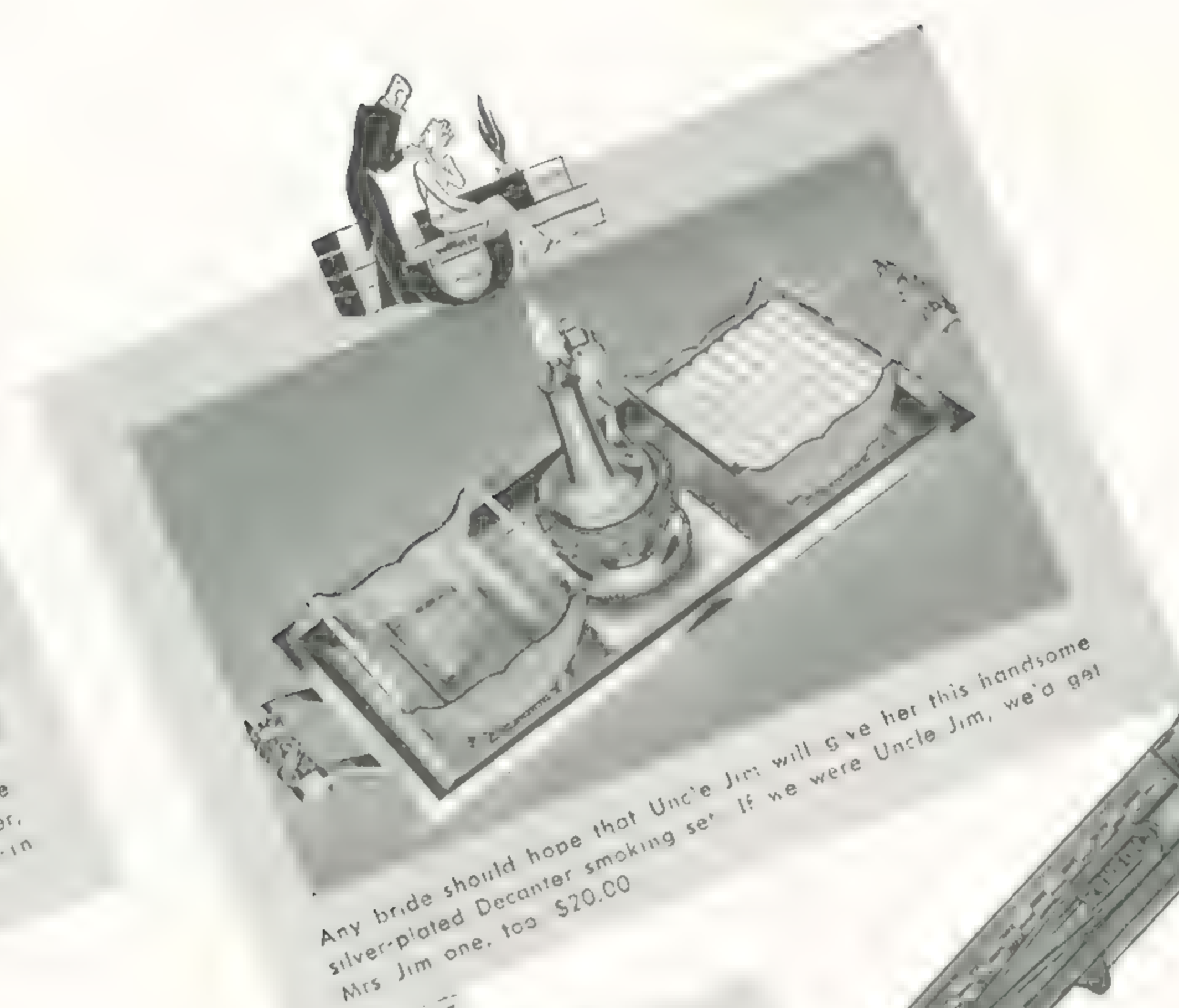
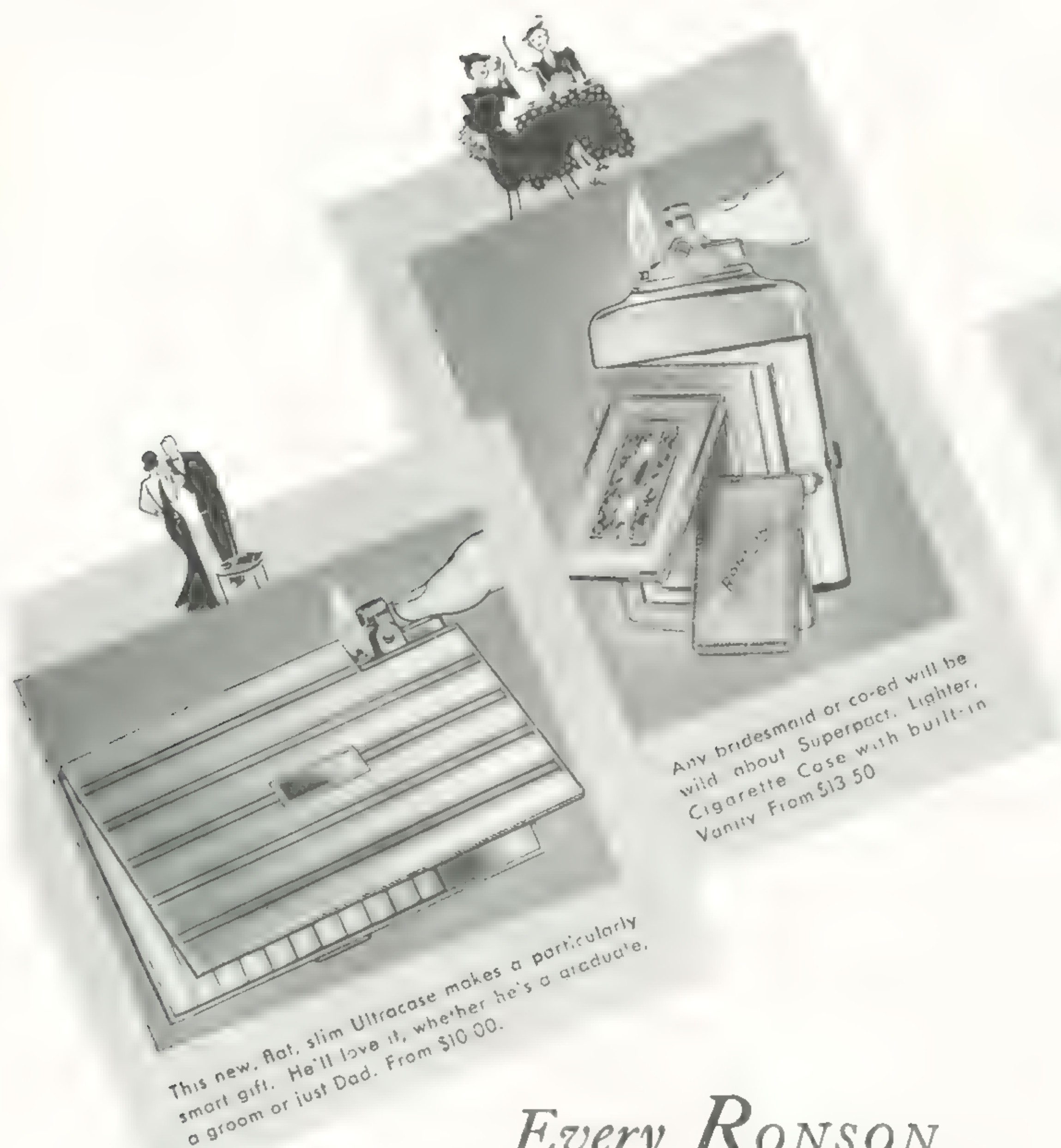
BAKER

A good travel trio: (1) Ginger-coloured pigskin suitcase, with leather binding to match, hand-stitched. (2) Pigskin cosmetic-case, to match, in new square shape; fitted or unfitted. (3) Oxford-tan calf shoe- and hat-box, with hand-stitched rounded corners; very light. All: Boyle luggage



HIRSCH

After the first thousand miles, you'll need Mendel-Drucker's carryall satchel, for soiled linen and oddments. It's of Hawaiian striped canvas, linen-lined, cowhide-piped. A hanger-case to match carries five garments, and shoes. Rita Halle Kleeman's versatile travel suit; from Bonwit Teller



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OFFERING a light with a RONSON has become a national custom. With the RONSON which rests so snugly and elegantly in your pocket or handbag. With RONSONS which grace your home and office. For convenience, speed, safety, cleanliness and smartness in lighting-up, Be Modern—Go RONSON.

Smart to own **RONSON** Smart to give
WORLD'S GREATEST LIGHTER

FREE catalog "What's New in RONSON." Write for it, giving dealer's name, to RONSON, 48 Aronson Sq., Newark, N. J. Also London, Eng. & Toronto, Can. See the new RONSONS at your jeweler, dept. store & stores selling smokers' fine articles.

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KEEPSAKES FOR BRIDES-
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Important — use always
RONSONOL, RONSON Igniters,
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DOWN the corridor of Time, the landmarks of remembrance are pleasant trips—made with the smartly commanding Mendel Travelure. Many advanced and exclusive features insure *wrinkle-free* travel—around the world. Classic simplicity, distinguished appearance, and styling-for-the-years express true individuality. Only Mendel offers the famous, scuffle-resistant, Shock-Pruf Edge. Sold at better luggage departments and exclusive shops.

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The Mark of the Cosmopolitan

PARKER RANCH—IN HAWAII

(Continued from page 65) Life on the place is half feudal, half easy-going tropic tolerance. The natives think nothing of kissing the hands of their young landlords in royal homage, and the landlords think nothing of dancing Saturday night away, with all their guests, in the native dance-hall of the village. Counting all hands, some six hundred natives are on the place, living with their large broods in the little church-spired, hitching-post village of Wimea. In spite of all the devout church steeples (there are eight in town), the missionaries have a slippery time holding their flocks. The church giving the largest *luau* (party) is likely to have the largest congregation.

There's nothing the natives like more than a *luau*. And two events in a person's life call for special, bang-up *luas*: his first birthday and his coming-of-age. When the Smarts' infant son, Antony, had his first anniversary not long ago, the island went jubilant. For ten days, feverish preparations went on: decorating the place, building a pavilion, preparing the feasts of roast ox and fish and vegetables and *poi* (the native staff of life). The entire community came, wreathed with *leis*: the singers with their gourds and guitars, the hula-hula dancers, not in grass skirts, but in missionary Mother Hubbard's called "*holokus*." Snap-shots taken at the party are on pages 64 and 65.

Normally, however, life is quite simple. The Smarts, and their house-parties of guests, get up with the chickens and go to bed at an equally preposterous hour. Early morning, they're clocking the horses at the racing-stables. Many of the race-horses running on American tracks are bred on the Parker Ranch, and many of the polo ponies that mount Army teams. Other mornings, they're out rounding up the cattle for branding, or driving them down through the sultry lower lands to the shipping port, Kawaihea. Or they're watching the Cheddar cheese being churned in the great dairy. Or they're accompanying on his rounds patriarch Alfred Carter, the trustee and manager, who for thirty-five years has held the reins of the ranch in his hands.

On warm, sunny days, the Smarts

take their guests off to swim, in high astonishment, in a pool of black water. Black as it is, it miraculously doesn't change the complexion of you or your whitest bathing-suit. There's always a deal of explaining to do about the phenomenon, something about springs trickling down from the mountain, bubbling past sumac leaves, and getting stained en route. Sometimes, there's a plunge in the foam of a towering waterfall or a dip on some palm-shaded beach where the sand under your feet is again black and again stainless. Pulverized lava explains that away.

For guests who like the strenuous, there's hunting the wild goat—a back-breaking chase up the side of mountains, through cactus, over lava. There's fishing for silvery mullet in the brackish ponds of ancient kings. There's ti-leaf sliding, down the precipitous slopes of the Kohala Mountains, with nothing for a toboggan but a huge, skittery leaf of the ti.

There are afternoons to picnic at the bottom of a gorge; to wander among the stone ruins of an ancient temple; to climb through forests of giant ginger under sweet blossoms on ten-foot stalks; to walk through forests of maile vines or mountain *lehua*—the tropic flower that you pick, so the superstition goes, if you want rain. The natives make *leis* of it to festoon the "Rock of the Rain God," a huge meteor that once fell on the island, in the fond hope of ending a drought.

There's always a rowdy baseball game on Sunday afternoon in the village—the cowboys playing a fast and colourful game in their blue-and-white checked *Palaka* shirts. The same shirts, by the way, that Mr. and Mrs. Smart are wearing in the photographs on page 64—topped with huge native straw hats, festooned with *leis* of pheasant feathers. And, on holidays, there's always a race—a top-flight one what with all the thoroughbred horse-flesh on the place.

Summer is the pleasantest time of all, and Mr. and Mrs. Smart usually have large house-parties staying for the season. Winters, they generally spend in California, where they have a place in Los Angeles. This winter and spring, however, they left it all for New York.

GUESS HOW MUCH

HERE are the prices, the comforting and rock-bottom prices, of the guess-how-much clothes on pages 76 and 77. We bet you guessed higher!

THE PRINTED OVERBLOUSE AND SKIRT—about \$11. For your money, you get an expensive-looking print, an Everfast fabric of DuPont Spun Rayon; a well-cut overblouse with the new long sleeves; a trim skirt. Remember that good accessories point up an inexpensive dress surprisingly, too—witness the natural straw hat and the gold clips shown in the photograph on page 76.

THE WHITE STRAW HAT—about \$4. Here the theorem is reversed—an inexpensive hat with a more expensive dress. Considering the polka-dotted bands on this hat, it goes best with a one-colour dress. Here's a hat you'll wear without self-consciousness about its price—and if you add good gloves and jewellery, nobody would guess you hadn't paid out a spanking sum.

THE BLACK-AND-WHITE CHECKED DRESS—around \$8. This ought to open your eyes wide, when you consider the expensive-looking simplicity of the dress. No buttons or fanciness or fluff—just the bold black-and-white checks, and a good belt of red straw. Try shifting your hats with this dress—a red straw sailor one day, a white turban the next, a black cart-wheel the next. (When you wear this with white accessories, it takes to the country like a native.)

THE PIQUÉ EVENING DRESS—about \$11. This is the place for a paean about cotton. Good cotton and lots of it costs little money; this season it's especially good for evening; it takes to the wash-tub with equanimity. This red-white-and-blue checked dress has all these good qualities. Its waist is boned—something found in expensive dresses—and its fresh ruffles make accessories, except maybe fresh flowers, unnecessary.



Danger

THE PERFUME THAT'S
NOT FOR THE TIMID

Stop...look...linger...with perceptions quickened, eyes keener, breath just a little faster. For the scent of Danger is in the air! Ciro has created a really new note in perfumery—a fragrance distinctive in its frank emotional appeal. If you dare be daring, test your mettle with Danger—it's not for the timid! Be woman enough to wear it and face the consequences...Extract, \$27.50



SPECIAL TYPE MAKE-UP MATCHES WARM, PULSING COLOR OF HUMAN BLOOD

Shows Thousands
How to Win Loveliness



*Discovery of French Colorist Changes All
Conceptions of Allure in Make-up—
Utterly "Natural-Looking" in Effect*

THERE is a new way of make-up that may help you win loveliness you never dreamed could be yours.

This way is with a *special type* of cream rouge, developed in Paris by the famous colorist, Louis Philippe. This rouge actually matches the warm, pulsing color of the human blood. As soon as you apply the proper shade, it blends with your own natural skin tones. The result is a vibrant, glowing color that seems like a living part of you. So there is no longer any excuse for that artificial look that men despise.

You need not apply Angelus Rouge Incarnat nearly as often. Being a cream rouge it will not brush off or blow off, but stays perfect for hours on end. There is no need for constant fussing or re-touching to keep yourself attractive. So try this way. Try especially the new color magic, Formal Red, Number 405. The matching shade in lipstick is Number 404. By day it is gay and enchanting—after dark mysterious, exotic . . . utterly *compelling*.

And see the other gorgeous shades, too—like Framboise Number 424—and Coronation Red, Number 401. What they will do for your appearance is almost beyond belief. At all drug and department stores.

ANGELUS LIPSTICK
by
Louis Philippe



CREAM ROUGE
in colors to match
the Lipstick



Listen to "The Romance of Helen Trent" week days at 12:30 P. M., N. Y. Time, Columbia Network.

COUNTRY STORE OF ACCESSORIES



1. Rust-coloured string glove, to wear with soft beiges or with spanking white. Air-conditioned and cool if you want to go driving. Lord and Taylor
2. Earrings to match your compact: on all, a white cart-wheel daisy, set in blue enamel. You will find these at Bonwit Teller
3. Striped like Joseph's coat, in rainbow colours, a paper taffeta bag to wear with your country dining-costumes. Macy's Little Shop
4. Loop-the-loop gold chains with little gold tassels at the side, to wear with your sweaters. Bonwit Teller
5. Very Scotch pocketbook of plaid silk twill, but generous in size. Carry it around with your tweeds and slacks. A Koret bag at Bergdorf Goodman

6. Plucked from the South—a creamy magnolia blossom to wear in your hair on spring evenings. At Altman
7. Yellow as a daffodil, a Lujean bag of sturdy hopsacking, for your busy country mornings. From Altman
8. Wear a gleaming gold comb in your hair—day and night, with sweaters or evening dresses. Saks-Fifth Avenue
9. Gold flower-disks strung on a black silk cord necklace—Lilly Daché's idea of countrified glitter
10. Schiaparelli's gipsy beads—five strands in pottery shades, knotted by a removable clip, to spray colour on cotton evening dresses. Macy's Little Shop
11. Tie-silk, striped in dull blues and wine, is a new idea for an informal bag. Lewis bag; Saks-Fifth Avenue

Dear Anne -
Of course we'd love to
spend a weekend with you!
What's a couple hundred
miles between friends? This
combination of Spring and
our new Lincoln-Zephyr is
making travel - had gypsies
out of a supposedly staid
married couple.

Just this past weekend
- on the spur of the moment -
we drove to Washington to
see the cherry blossoms - with
only the flimsy excuse that
the children would enjoy



Enjoy, in your Lincoln-Zephyr, the eager power of a twelve-cylinder engine with the thrifty record of 14 to 18 miles to the gallon. Enjoy the comfort of seats like divans and appointments fit for a queen. Enjoy the feeling of safety which comes from the low center of gravity and the unique body-frame of welded steel. Your car does not begin to cost its looks! It is medium in price—easy to buy, easy to own. Yet you can be proud of it on any road—and in any company! Lincoln Motor Company, Division of Ford Motor Company.

Lincoln-Zephyr V12

HYMN TO THE SUN

NEIGHBOURING the Gulf Stream, where the climate is always bland, sun worship flourishes anew in a little corner of the British Empire.

Here, to Bermuda, come pilgrims from all the world to worship on beaches of coral sand. They are gathered there this very morning . . . in bathing suits!

Observe their pleasant ritual: Lying relaxed on the soft, pinkish sand, they face the sun (you can see the effect of these devotions in the golden bronze of their skin). They sip long, cold drinks. They

discourse lightly on the excellence of Bermuda golf . . . the agreeably low price of English and continental goods . . . the fun of bicycling to formal dances. A girl with a letter says, "Mother writes they're having abominable weather this week in New York," and some one replies, "This is a grand day for sailing. Let's go over to Great Sound this afternoon."

If you feel that you owe it to yourself to adopt the doctrines of health and pleasure, you may join this jolly sect — *in less than two days!*

BERMUDA IS WITHIN EASY REACH OF THE NEW YORK WORLD'S FAIR



YOU CAN GO BY SEA OR BY AIR — Luxury liners travel from New York to Bermuda in 40 hours . . . a round-trip total of nearly 4 days of delightful shipboard life. Sailings from Boston, too. • Splendid new transatlantic planes now take off from New York and Baltimore, Maryland, and descend at Bermuda 5 hours later . . . an enchanting experience in the sky. • A wide choice of accommodations is provided by Bermuda's many hotels and charming cottages. • No passport or visa is required for Bermuda.

Bermuda
PLEASURE ISLAND

FOR BOOKLET: Your Travel Agent, or The Bermuda Trade Development Board, 500 Fifth Ave., N. Y. C. In Canada, Victory Bldg., Toronto.

WANTED—ON ANY VOYAGE

(Continued from page 58) If you're travelling light, decide—and stick to—one basic colour scheme for all your travel clothes. *That* pares down to a minimum the number of accessories you have to lug. Navy-blue, veteran travellers agree, is one of the nimblest jugglers. Blue accessories would get on with a red or blue or beige or grey top-coat or suit, your printed dress, and your spectator sports outfit.

- Include at least one printed silk outfit for sightseeing at either Fair or, if you're on a cruise, such a city as Havana. Look over the four on pages 66 and 67. And include one spectator sports outfit for Inglewood or Del Mar races, Meadow Brook polo, or the like. That white suit with gold buttons on page 53 would be eye-getting if the weather is fine. Here's another idea no matter what the weather. Remember the attractive jockey shirt we showed in *Vogue*, April 15, page 58...a soft uncrushable jersey shirt with a front in one colour and a back in another. Buy two or three of these: one in two shades of blue, another in white and red, another in blue and fuchsia. Take along a white skirt and a navy-blue skirt. Then juggle the skirts and shirts. You'll be well turned out for any spectator sports, for golf, for cruise decks, for almost anything.

- To avoid turning your bags into a shambles, pack shoes and lingerie and such in transparent Cellophane cases. There's a fine suitcase at Saks-Fifth Avenue, with dress hangers, all fitted with Cellophane dress bags.

- Leave home your finely pleated skirts. They need the constant nursing of an iron, unless they are stitched down.

- On overnight sleeping 'planes, all you'll be able to take in your berth is one small overnight case. So have one that accommodates both your cosmetics and pyjamas, robe, and slippers. That Gilmore bottle-case on page 96 has room enough for your nightclothes. And that Oshkosh case on page 100 is excellent—a water-proof-lined tray for cosmetics and plenty of space for nightclothes. It also makes a fine party-case for week-ends. Hartmann has a canvas overnight bag that is light in weight (also on page 100).

- For a boat trip to Bermuda, the Caribbean, or Europe, an obliging piece of

luggage is the Wheary wardrobe case on page 40. Bigger than a suitcase, but smaller than a trunk, it will slide under a berth, hold lots, and is light enough to be moved even by a butter-finger.

- For a trek by 'plane and motor across the Sahara, Baroness Leo d'Er-langer had made, for all rough going, two pairs of beige linen overalls—much like those a garage mechanic wears. They were life-savers, she says; cool, comfortable, and a wonderful defence against dust. Follow suit only if you are crossing something like the Sahara.

- If you're crossing America's desert by car, put a piece of dry ice under the ventilator of the hood and close all windows. You'll be cool and keep out of the dust. Or take along one of those car cushions, the innards of which have some mechanism cooled with water. They practically refrigerate your drive.

- As a general rule, slacks don't belong on public means of transportation. On ocean liners or cruise ships, restrict them to the sun-deck or swimming-pool vicinity. On 'planes or trains, they are too casual—unless you stay in the privacy of your train compartment all the time. Save your slacks for private boats or resort wear.

- Don't forget, in your relief at the idea of escaping out of the heat into an air-cooled train, that you'll be grateful for a light-weight wool top-coat while you're on the train...even in the very hottest weather when you can scarcely bear to carry the coat.

- If you expect to pass through several climates, you may find it simplifies matters to pack warm clothes in one bag, medium-weight clothes in another, and light-weight things in a third, and tag them accordingly. Mrs. John Jacob Astor did this recently in an extensive trip around America.

- One smart woman travels in a bright tweed top-coat lined with the Burberry silk of riding-coats, for the rainy side of the trip.

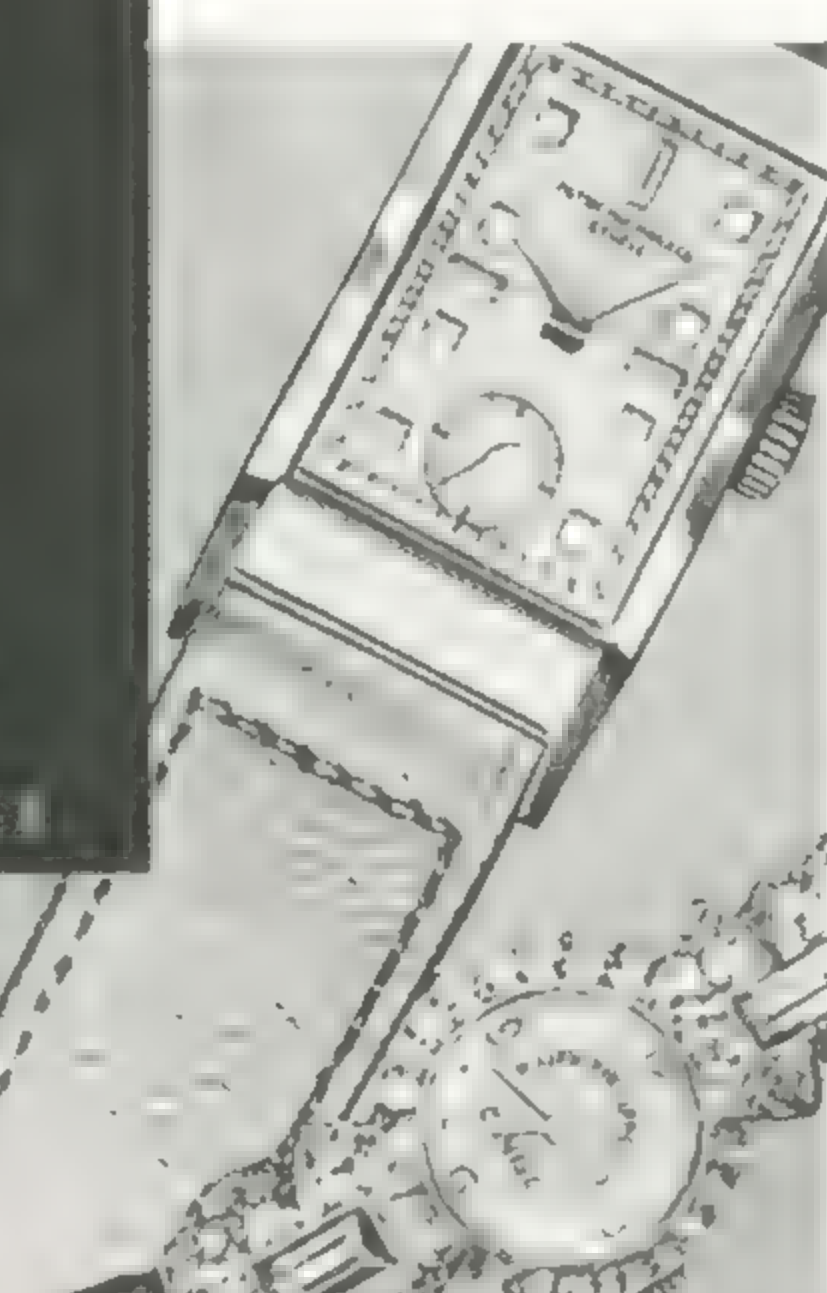
- The lady who is addicted to lots of wide, heavy bracelets had better look to her jewel-case, and make sure that it is deep enough to hold them. One woman carries precious jewellery right along with her in her hand-bag. She rolls it all up neatly in a chamois case, with compartments for each piece.

**PATEK
PHILIPPE**

THE WORLD'S FOREMOST
WATCH

GENEVA NEW YORK

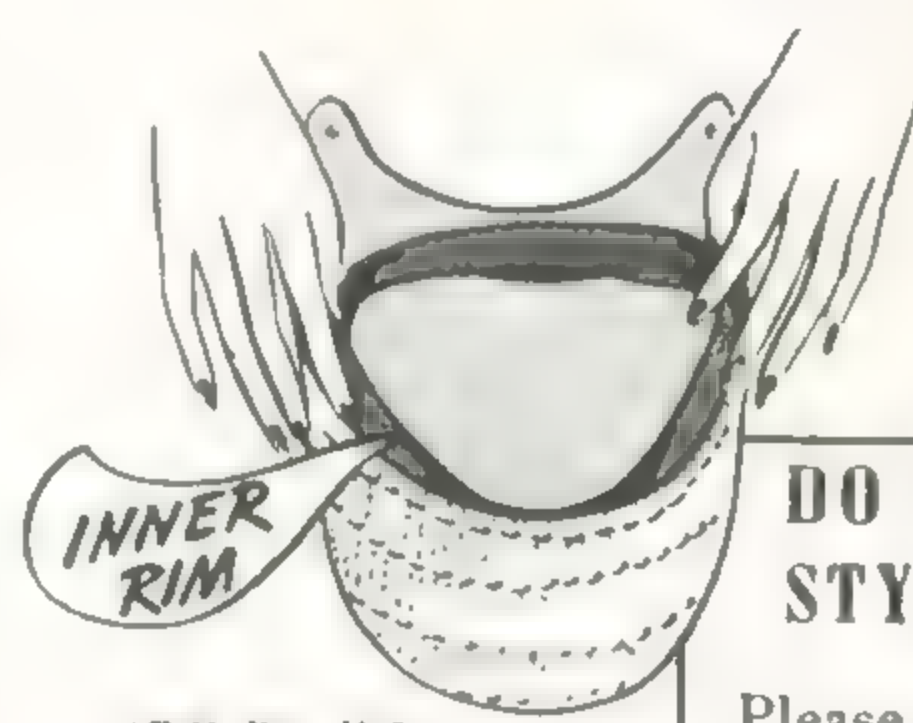
SOLD BY LEADING JEWELLERS



You're
**IN
THE**
Swim
WITH
Sava-wave



Kleinert's amazing new cap is **GUARANTEED** to be **ABSOLUTELY** water tight...with **SAVA-WAVE**, not a drop of water can touch your lovely coiffure because of the patented inner rim. You'll lose your heart to the smart new styles and tempting colors now on display from \$1.00... at leading stores everywhere.



*Guaranteed
Water Tight*

**DO YOU WANT TO SET THE
STYLE? Go Sava-wave**

Please send me _____ **SAVA-WAVE** Cap
Color _____ Size Junior ☐
Regular ☐ Large ☐
Name _____
Address _____
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Kleinert's
REG. U. S. PAT. OFF.

NEW YORK TORONTO LONDON PARIS

with stitching SKILLFULLY PLACED

these "ONCE-OVERS" accent your waistline

Just a few rows of stitching—but as Maiden Form places them, they accomplish wonders. You'll like the way these lovely one-piece foundations whittle down your waistline—and the splendid uplift they give you, too, because each of them is topped with one of Maiden Form's own popular brassiere designs. Left: No. 271, "Adagio" top, \$7.50. Right: No. 268, "Allo" top, \$5.00.

AT ALL LEADING STORES

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BRASSIERES
GIRDLES-ONCE-OVERS

"There is a Maiden Form for Every Type of Figure!"

MAIDEN FORM BRASSIERE CO., INC.

Send for free Foundation Style Booklet VH: Maiden Form Brassiere Co., Inc., New York

STOCKINGS TO SUIT SHOES

ARE these your stocking problems? Stockings that wear at the heel? Reinforcement showing at the side of the foot? Toes coming through sandal-stockings after one dance? Runs? Stockings that won't stay up without a girdle? Perhaps you haven't been wearing the right stocking with the right shoe. For stockings, you know, are now designed to suit the various types of shoes. Sketched are ten shoe types, and the stockings particularly suited to them. You'll find all these stockings, in your pet brand, in any store.

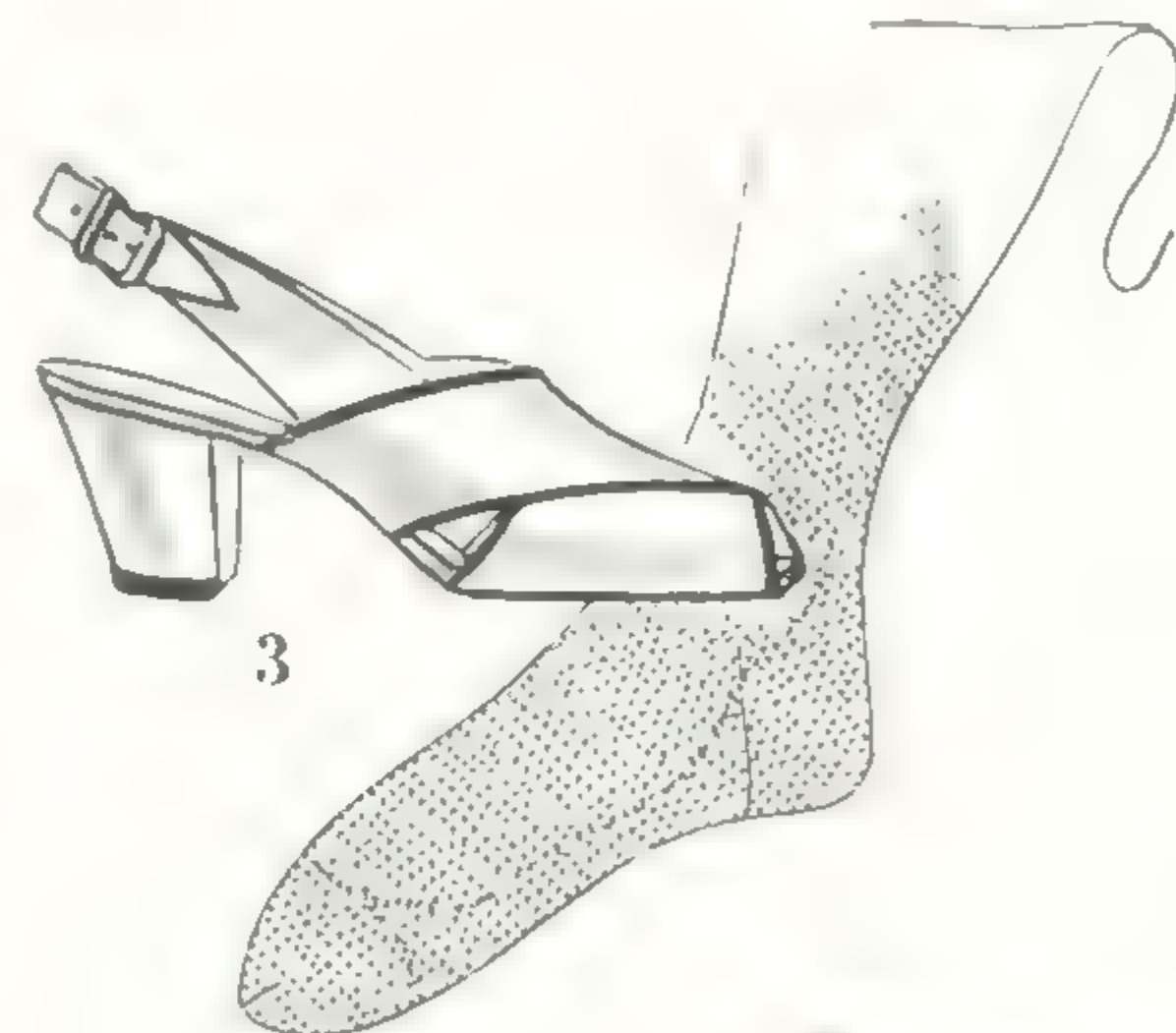


1. For airy, open-toed and open-heeled shoes like the one above, wear a stocking with toe and heel of lace, mesh, or of ribbing. In sheer two-thread, three-thread, to serviceable four-thread. Delman's pink linen sandal is open-toed and heeled. Bergdorf Goodman



2. For open-shanked shoes, choose the stocking with an invisible narrow reinforcement under the foot. In sheer weight only. Cammeyer's blue kid-skin sandal has an open shank

3. For all types of street sandals, try mesh stockings that won't run. This one is all mesh; some are mesh with solid feet; or with a mesh heel. Paramount's low-heeled white suede sandal



4. For your slacks, and at home under lounging clothes, wear self-gartered stockings. They will fit perfectly, if you get the correct length, in both under-and-over-the-knee types. Navy-blue and red canvas sports shoe with Dutch heel, by Hood

5. For sports shoes try this ribbed mesh stocking. The up-and-down rib makes it wear beautifully, makes your legs look slim. Navy-blue reversed calf shoe; Frank Brothers

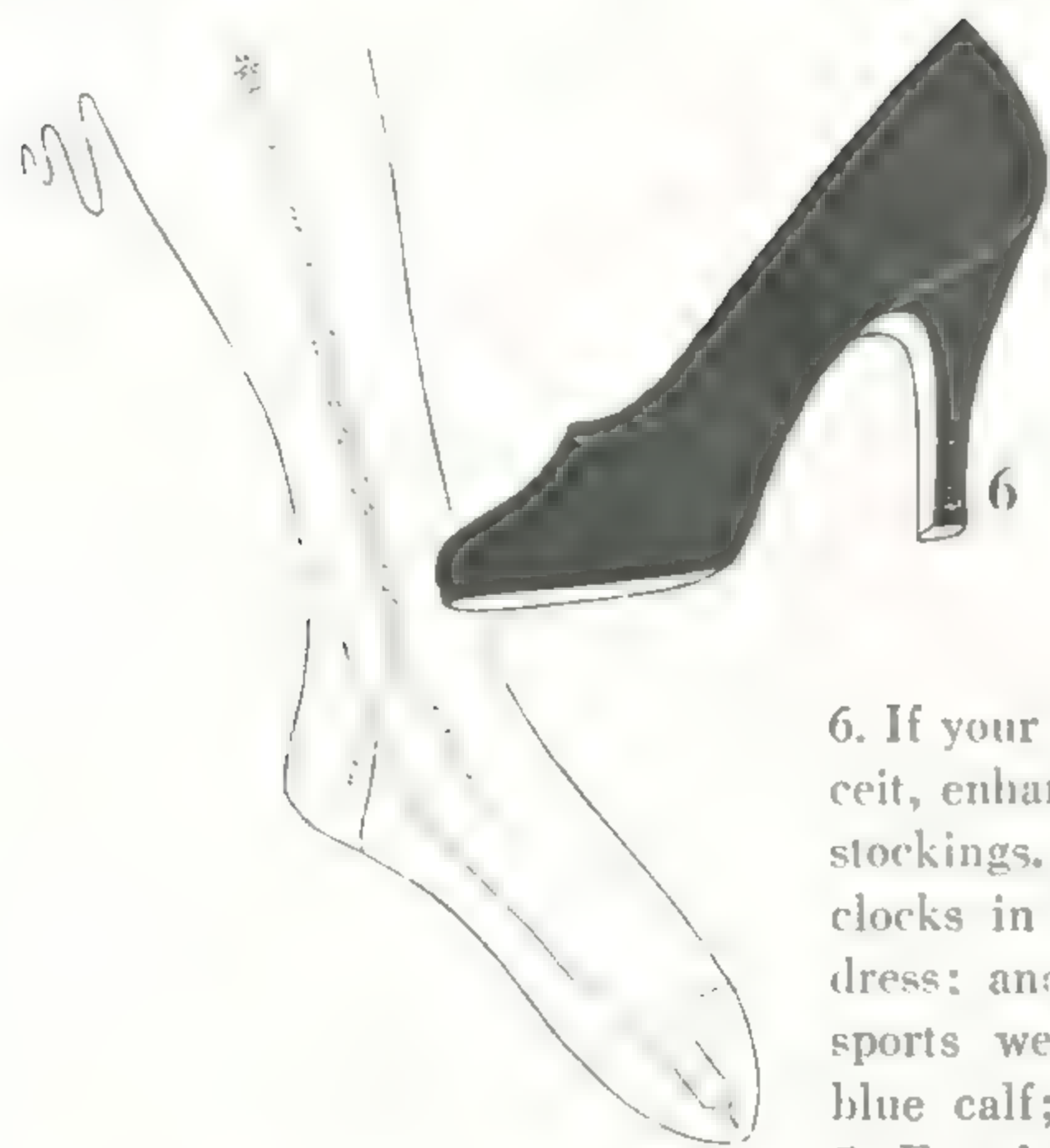


MILGRIM says: "Wear mesh heel-and-toe stockings with your open-heel shoes—Lux them for longer wear"

You'll love the touch of decoration these mesh heel-and-toe stockings add to your smart new shoes. In showing these eye-catching wisps, Milgrim gives this advice: "Treat stockings tenderly, care for them with Lux. Lux saves their elasticity, helps them to fit better—last longer, too."

Fine stores everywhere advise —

LUX



6. If your ankles are your conceit, enhance them by clocked stockings. There are lace clocks in several weights, for dress; and shadow clocks, for sports wear. Opera pump of blue calf; Vanity Boot Shop 7. For dancing sandals, wear this gossamer sheer stocking that is completely toeless. Your toes can't wear through. Newton Elkin Romany-striped crêpe sandal; Lord and Taylor 8. For very active wear, there are many versions of stretch-top stockings. With "Lastex" knitted in the top, this one will stretch four inches. In slim and stout leg-sizes. Enna Jettick Oxford of wood-brown llama



9. For pumps, wear a stocking that is strongly reinforced at the heel. This stocking has a ribbed heel; others have simple, round-mesh heels. They can also be worn with open-heeled shoes. This tan calf classic opera pump, by Foot Saver, has a built-up heel

10. For a very cut-out sandal in which you're not going to dance, wear the sheerest possible stocking with no reinforcement at all! Red kidskin skeleton sandal, at I. Miller



I. Miller



ROXLEY'S "CONTRABAND"



a shady summer hat,
in Leghorn or Panama,
with a contrasting two-tone band.

LEGHORN \$7.50 • PANAMA \$10.00

CROXLEY HATS • FIFTH AVE., NEW YORK • AT BETTER STORES EVERYWHERE



The wing yoke conceals all pockets. The gored skirt has swing. Of Oxford Crepe, a Celanese® Rayon. A wide range of luscious colors. 22.95. At your favorite store or write to ADLER & ADLER, Inc. 550 Seventh Avenue • New York

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A HABITMAKER with 'Free Action Sleeves'



Enjoy the distinctive convenience of this new HARTMANN TOUROBE ... and travel wrinkle-free

At these new low prices...

***HARTMANN TOUROBE**—
The famous "Trunk-in-miniature",
choice of seasoned travelers the world
over—now available at this remark-
ably low price. Others \$15 to \$80. **\$20.00**
HARTMANN SKY-ROBE—
Holds 6 to 8 dresses on hangers in
the lid. Entire case free for apparel and
accessories. Others \$15 to \$62.50. **\$17.50**



HARTMANN
Luggage

MAKERS OF FINE TRAVELGOODS SINCE 1877
Write Hartmann, Racine, Wisconsin, for de-
scriptive booklet and name of your nearest dealer.

"PLEASE DON'T DISTURB"

(Continued from page 39) And because you won't be rushed and places won't be crowded, you'll have an opportunity to see things you never had time to see before. And in the provincial towns, you'll find peace. There won't be filling stations or hot-dog stands or loud-speakers to disturb the long blue evenings of the Continent.

Somehow the landscape of the *douanier* makes me homesick for a little fishing town in Brittany where I spent a holiday last summer—a little forgotten town with two hotels, both somewhat primitive, where the food was excellent and there was much too much of it. The specialties were lobster and *langouste* and mussels and *rouget* and crayfish and the big spider crab, which is the best of all seafood and can't be shipped, and at the end of the season the first oysters out of the Belon River across the bay.

It was a dreary-looking town, picturesque but bleak as small Breton towns can sometimes be, but it held plenty of excitement and stimulus. We hired a boat and the fisherman with it, and a little after daybreak we set out, children, dogs, and all, with the fisherman on his morning rounds. We began by fishing for mackerel and *rouget*, and then we took up the deep-sea net, five hundred yards in length, laden each morning with spider crabs and *langoustes* and *rouget* and scarlet crabs and about fifty other strange and delicious varieties of seafoods, and after that on the way home we made the rounds of lobster pots.

Home in time to cook the fresh seafood for lunch and then off to a beach in a cove hidden away among the rocks (and there were dozens of these beaches) where you could swim and sun-bathe to your heart's content. Then home again to eat an enormous and delicious meal, and later have brandy and coffee in a café overlooking the sea with nothing between you and Nova Scotia but the Atlantic Ocean.

GOOD TALK

In the café you could find any sort of people you wanted. You could have your bridge or your poker or talk, and have good talk, too, as good as I've ever heard, with people of a dozen nationalities, and so home to bed about midnight walking through the pine woods with the mingled scent of pine and sea in your nostrils. A wonderful bed and sleep until you were called to go out to sea in the morning through the mist with the sun rising, wondering what miracles of the sea the deep sea net would have to show you this morning.

It was exciting enough. If you won't take my word for it, I can tell you that some of my hardest-boiled friends dropped in on the way from Deauville to Cannes to see what I was

doing in a Breton provincial town. They were bitten, and they stayed, and, when they went away, they came back again. One of them even bought a small, rather uncomfortable villa on the spot.

Then you might take an automobile or a bicycle over with you and wander along from town to town—not the big important ones starred in the guide-books—but the ones that lie along back roads which wander through forests and alongside streams, through meadows and beside lakes. And you'll come to towns like the one in the *douanier's* picture, perhaps arriving in the evening, tired and hungry. And you'll appreciate the peace of the long blue evenings of the Continent as something you've probably never experienced before, and after a good meal go to the cinema and hear Clark Gable or Joan Crawford or Carole Lombard speaking Dutch or French or Swedish.

SCANDINAVIA

There perhaps is a whole new field for you—Sweden and Norway and Denmark. People are in the habit of linking them together as the same. Well, they couldn't be more different—Sweden, beautiful and civilized and aristocratic; Norway, wild and beautiful and sometimes almost primitive; Denmark, merry, beautiful, and full of good food and drink. If you've never done it, go through the Gotha Canal from Stockholm to Gottenberg, which is like drifting through the Elysian Fields, dotted with old baroque towns and villages that are the counterpart of Rousseau's French town. Or spend a few days in Copenhagen and go night after night to the Tivoli Gardens where there is champagne and lobsters and concerts for every taste and a dance-hall with four hot piano players, two pianos on top of two. Or wander in and out among the towns and villages of the Fjords: they are, if it is possible, more beautiful from the land than from the sea.

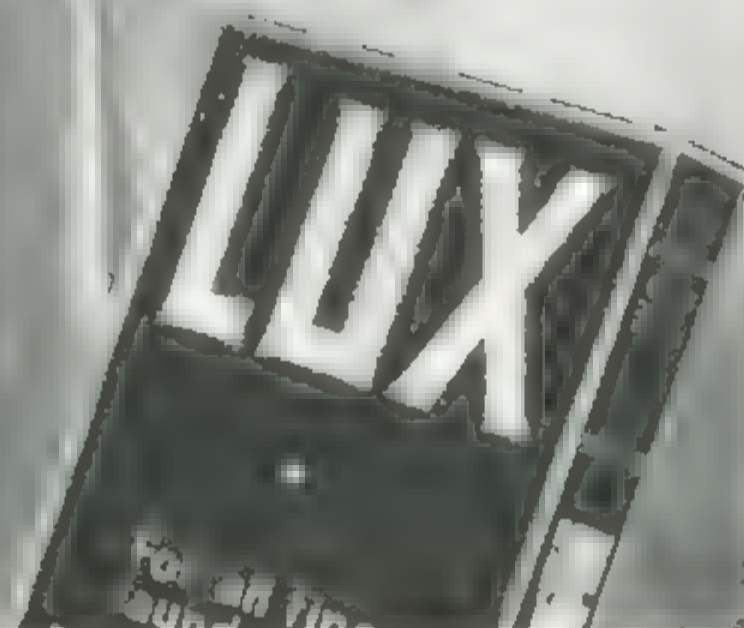
The peace of the *douanier's* picture is still to be found in Europe—more of it there perhaps than here at home. It's lying just around the corner of a hundred streets like the one Rousseau painted: You have only to go and look for it to find. Perhaps it is going; in these times I doubt whether even the gods can guess what will happen next. With motor-bus communication and radios and one thing or another it may be going anyway, war or no war. If you've never experienced it, it is a new experience, and if you have you'll probably want to go back again.

Dictators can rant and rave and roar, but it's pretty hard to alter the life of a town like the one in "*Paysage*" all at once. There is something there which is precious and beautiful and full of peace and which I, for one, hope is eternal.

Hattie Carnegie
says: "Be married
in cotton—wear
it to parties—
protect it
with Lux"

"Brides with an eye to
thrift love this embroid-
ered organdie from
our ready-to-wear
section, because it
leads a double life...
needs only Lux to keep
it impeccably fresh.
We advise Lux care
for superb cottons.
Safe in water, safe
in Lux, you know!"

Fine stores
everywhere
advise Lux



THIS IS CALIFORNIA'S SUMMER

(Continued from page 43) While you're in Los Angeles, you'll undoubtedly go once to the Hollywood Bowl, and, if it's not being too impertinent, I'd suggest a symphony concert rather than an opera. Lofty Otto Klemperer conducts the Los Angeles Philharmonic and is joined by other great maestros in leading the Bowl's symphony series.

HORSES AND BOATS

The summer horse-racing season in Southern California is supposed to start June 1 at the Inglewood track, but I understand they hope to arrange a May 30 opening (as if holidays were needed to start Los Angeles people betting on the ponies). Inglewood's second annual meeting will last through June 29, and then there's a month for paying grocers' bills before Bing Crosby's Del Mar track opens August 2. Los Angeles Harbor, of course, and every drop of water around Santa Catalina Island and down the coast to San Diego, are a yachtsman's paradise; to the tune of ten thousand craft. If sailing is your game, you ought to drive the forty miles down to Newport-Balboa and spend a week-end seeing how the Pacific stacks up against Long Island Sound. Boats in all classes are for rent.

Without being rude, you might see if any of your Los Angeles or Pasadena friends have beach cottages at Oceanside, and get them to invite you down. Oceanside, together with its more fashionable southern extremity, St. Malo (large cottages), is a sun-and-sand resort a hundred miles below Los Angeles on the road to San Diego, and its stretch of glistening beach is about the best thing of its kind on this particular Pacific shore. Incidentally, another thing to work your Pasadena friends for is Thursday supper at the Midwick Club. The steaks are charcoal-broiled outdoors, and a five-piece orchestra plays for dancing beside the pool. Later on, it plays for swimming.

The Hotel del Coronado, which celebrated its fiftieth anniversary last year, has had many ups and downs in popular favour, but now appears to be caught in a well-sustained up. Few resorts, these days, can provide the combination of a rambling, comfortably old-fashioned hotel and all the pepped-up gala-gala of 1939 resort life. Coronado does it, thanks to Alberto Campione, the hotel manager. His U. S. apprenticeship included the Samarkand in Santa Barbara, the Carlton in Washington, the Pierre in New York, and the Broadmoor at Colorado Springs, and, if that wouldn't teach a man the things Americans like best when they travel, I don't know what would. At Coronado, they like tennis and swimming particularly.

There are two big summer shebangs at Santa Barbara: Semana Nautica (which might as well be called Nautical Week) and the Old Spanish Days Fiesta. Nautical Week this year falls between Saturday, July 1, and Tuesday, July 4, and the trick is to have four days of yacht-racing serve as an excuse for four all-night parties. Fragments of the American or British fleet are usually lured into port as side-lights, and there are flurried goings-on about who is to pour tea aboard ship

and what female will be escorted to the Montecito Club dance by the greatest bevy of Admirals.

The Santa Barbara Fiesta, held over the week-end closest to the first full-moon in August (I always have difficulty planning that thought) is beyond doubt the most colourful celebration that Californians annually survive. This year, it's from August 2 through Saturday the fifth, and the three things you mustn't miss out on are the magnificent horses ridden in the Fiesta Parade, the pageant-play of Early California, given nightly in the Santa Barbara County outdoor bowl, and dinner and dancing in the Ristorante El Paseo. This last is about a five-dollar item on Fiesta nights, but it's more than worth the price; your neck will be hung by yards of serpentine, the sound of castanets will eventually deafen you, and, if the waiter for the next table spills soup on your mantilla, you may rest assured that it's either David Niven or Mrs. Edward Harkness who has to wait for another cup.

WHERE TO STAY

Every last hotel in Santa Barbara, of course, is the World's Unparalleled Garden Spot, so I am hereby accomplishing the impossible by narrowing the field to five:

SANTA BARBARA BILTMORE. For the rich and fashionable, who demand elegant surroundings and nothing to block their view of the Santa Barbara Channel Islands. The Biltmore Coral Casino, centre of Santa Barbara's summer social activities, is a private club with which staying at the hotel has no necessary connection; hotel guests, however, may be given cards to the Casino by members, or may apply for seasonal membership (any four months, about \$175). The Casino is terrifically white all over, so be sure to have sun-glasses handy; you won't have any trouble seeing the most beautiful swimming-pool in California. A Meyer Davis orchestra plays here for lunch, cocktails, and nightly dinner-dancing.

SAN YSIDRO RANCH. For people who can pay, but who want informality and greater quiet for their money. Ronald Colman owns San Ysidro and lives in a house on the premises. There's a small swimming-pool nestled in the hills above the cottages, and you may get into as many family-style tennis, badminton, and what-not tournaments as you can stand.

EL MIRASOL HOTEL. For an older and more staid type of traveller, who is above the excitements of café society. The cottages are beautifully appointed, in a quiet location, and the perfect place for taking a rest.

EL ENCANTO HOTEL. Not quite so expensive as the preceding three, although its location, high up in the Riviera quarter of Santa Barbara, is unmatched. The lawns and gardens give the cottages a charming tucked-away setting.

SAMARKAND. A bit of old Asia (especially the Taj Mahal), which is now making the most sensible bid it has ever made for popularity. Mrs. Alma de Bretteville Aul (until recently Spreckels) bought it last year and has spent lots of money (Continued on page 112)

BERGDORF GOODMAN

says: "Choose little-girl nighties—keep them baby fresh with Lux"

Puffed sleeves, sweet bits of trimming (see the tiny bows) create an appealing little-girl look. In showing these "Age of Innocence" nighties, Bergdorf adds a word of wisdom: "Insist on Lux care just as you would for a baby's things. Lux is gentle—safe for anything safe in water."

Fine stores everywhere advise Lux



... of Social Significance

On the surface of it, the well-groomed woman reflects careful forethought of the significant details that make for a perfect foundation. She insists on foundation garments equipped with this shoulder-strap adjustment.

ONLY **Parva** BUCKLETTE AFFORDS THESE ADVANTAGES:

Holds tight—keeps fit just right! Prevents strap from cutting into shoulder! Handy—attached in front where strap meets garment! Adjusted in a jiffy, even when fully dressed! Eliminates strap alterations! Banishes twisted strap—double strap! No teeth to cut or tear fabric! Not affected by laundering.

Look for the **PARVA** Bucklette before buying!

Parva BUCKLETTE

Address all inquiries to
AUTOYRE COMPANY
OAKVILLE, CONNECTICUT
Sales Office: 1182 BROADWAY, N. Y. C.



"That
little girl
look!"

BEGINS WITH YOUR SKIN



* You've tucked a childlike bow beneath your chin! Your hair-do climbs heavenward in baby ringlets! To what end, madame, unless your skin looks like the little girl's next door? The basis of all beauty is a healthful under-skin, and here, in INSPIRE deep-skin Electro-Mask, lies the preventive and corrective nemesis for the wrinkles, crows-feet and crepey neck that stymie your wish to look young! So, in the privacy of your own boudoir, apply your favorite cream! Plug in the switch! Slip on your soft-as-silk INSPIRE Electro-Mask and recline! Yield, for twenty heavenly minutes to delicious, overpowering relaxation! Then, pore-purged and tingling, look for a miracle in your mirror! Our complimentary booklet, "A Rendezvous with Beauty" is yours for the asking.



If your toiletries department fails you, send us \$15 for your INSPIRE Electro-Mask, postpaid... on an unconditional "no-oney-back" guarantee!

inspire
DEEP SKIN ELECTRO-MASK
915 CENTRAL SAN FRANCISCO
★ TOWER CALIFORNIA ★

THIS IS CALIFORNIA'S SUMMER

(Continued from page 111) wisely on cocktail facilities, swimming-pool, *ca-ba-ñas*, tennis-courts, and other effects that Indian palaces seldom have.

THE FINE ARTS IN SANTA BARBARA

This year, Santa Barbara will have two new projects to show off to summer visitors. One is a festival of music and drama—it took a Chicago woman, Miss Grace Denton, Secretary of the Festival Guild, to realize that Santa Barbara was every bit as good as Salzburg for a fine-arts spree—, and this will keep August going with performances by the San Francisco Opera Ballet, a Los Angeles symphony orchestra, possibly Marian Anderson, possibly Helen Hayes in the new Hecht-Mac-Arthur play, possibly Maria Jeritza in Johann Strauss' "The Gypsy Baron," and possibly Maurice Evans in a little Shakespeare.

The other project is a remarkable scenic drive, called El Camino Cielo, which teeters along the summit of the Santa Ynez Mountains for about twenty-five miles in back of Santa Barbara and Montecito.

You finally reach Del Monte, which is some two hundred miles north of Santa Barbara.

The fundamental principle of Del Monte has changed only once in the last sixty years, and that was when golf arrived on the Pacific Coast. The historic town of Monterey is only half a mile away, while across the peninsula's richly pine-clad uplands is Carmel-by-the-Sea. No place ever had the elements of a successful resort in greater abundance, and what the Del Monte Properties Company has done in recent years (beside selling real estate to Burlingame and Long Island gentlefolk) has simply been to shout—about golf (fourteen miles of links, with deer and sealions as course mascots and the California State Amateur Championship August 23-28, 1939); about hotels (Hotel Del Monte, the caravansary, and Del Monte Lodge at Pebble Beach, the smaller, club-like establishment decorated by Mrs. McComas and the late Francis McComas); about artists, quaintly roaming the streets of Carmel; about history (the Customs House, the Robert Louis Stevenson House, the Presidio); about deep-sea fishing; about dude-ranching in the Carmel Valley; about swimming; about polo; about tennis, with Elizabeth Ryan to help your form; about the age-old Del Monte Dog Show (August 6, 1939), the doggiest dog affair in the entire West.

I MAKE AMENDS

Somewhere earlier in this article, San Francisco took a terrible shellacking on the grounds that it wasn't an amusing place and didn't like staying up till all hours in gaudy night-clubs. Well, the article now makes amends by saying that San Francisco is the most beautiful city to gaze upon in all North America, and that it will be your best possible summer objective for 1939 (I see I'm now angering New York). Think of yourself shopping in Gump's and Magnin's, and lunching in the Mural Room of the *St. Francis* on Green Goddess Salad or the perfect Eggs

Benedict. Or of dining and Fair-gazing on top of Nob Hill in the Mark Hopkins' brand-new *Top o' the Mark*, the first full-fledged "roof" to crown a San Francisco hotel. Or of comparing the famous French restaurants, *Jack's*, *Pierre's*, and *Camille's*. Or of driving across the Golden Gate Bridge into Marin County, and ending up back at the *Cliff House* for supper, with a table by the window and a view of sunset and twilight over the Pacific. Or of going time and again to the Fair.

It would be impossible, even between the covers of *Vogue*, to name all the sights and enchantments on Treasure Island, so I might as well stick close to the Exposition's major proven attractions. The finest of them all, of course, is the Art Show, which Botticelli's "Birth of Venus" and Raphael's "Madonna della Sedia" have turned into an exhibit that knows no predecessor, either in quality or priceless, in American art annals. Besides fifteenth- and sixteenth-century Italy, the show most adequately represents nineteenth- and twentieth-century France. *Vogue's* own fine-arts authority, Frank Crowninshield, spoke at the Fair in April, and the Exposition would have done well to grab him as a permanent commentator on modern French art.

The present girl wow on Treasure Island is the "Folies Bergère," but this will have given place to a J. J. Shubert song-and-dance show by the time any one puts these paragraphs to use. The last time I went to the "Folies," every one in the first ten rows knew each other well, which could only indicate that people are keeping their same seats, night after night, in the California State Auditorium.

Private entertaining on Treasure Island centres around the Yerba Buena Women's Club, and possibly the best evidence of the club's success and attractiveness is that men love it dearly. The spacious rooms are a triumph of palatable modernistic architecture and interior decoration, with yellow-gold the dominant colour inside and out.

CALIFORNIA'S EXPOSITION

Considering the Exposition as a whole—and this appears to be one Fair that can boast a degree of unity—you'll find that its most solid and significant achievement is a summary of the Pacific Area. The Fair grounds are packed with exhibits that tie together, more by accident than by smart planning, into a comprehensive report on Pacific countries, peoples, modes of life and means of support, and art. After taking the opportunity to study Miguel Covarrubias' magnificent mural maps of the Pacific, the Federal Building's American Indian exhibit, the show of Pacific arts arranged by Professor Langdon Warner of Harvard, and a few of the national pavilions like Japan's or the Philippines', you'll never depart from this Fair with but a muddled notion of Progress, or of that exactitude, To-morrow. Instead, you'll go your way with some surprisingly vivid and stimulating impressions of the vast Pacific region.

Outside of San Francisco and Treasure Island, Northern California has a thou- (Continued on page 114)

Linweave WEDDING PAPERS



ROCHELLE HUDSON, Star of the Republic Picture, "Pride of the Navy."



AT YOUR ENGRAVER'S,
STATIONER'S, PRINTER'S

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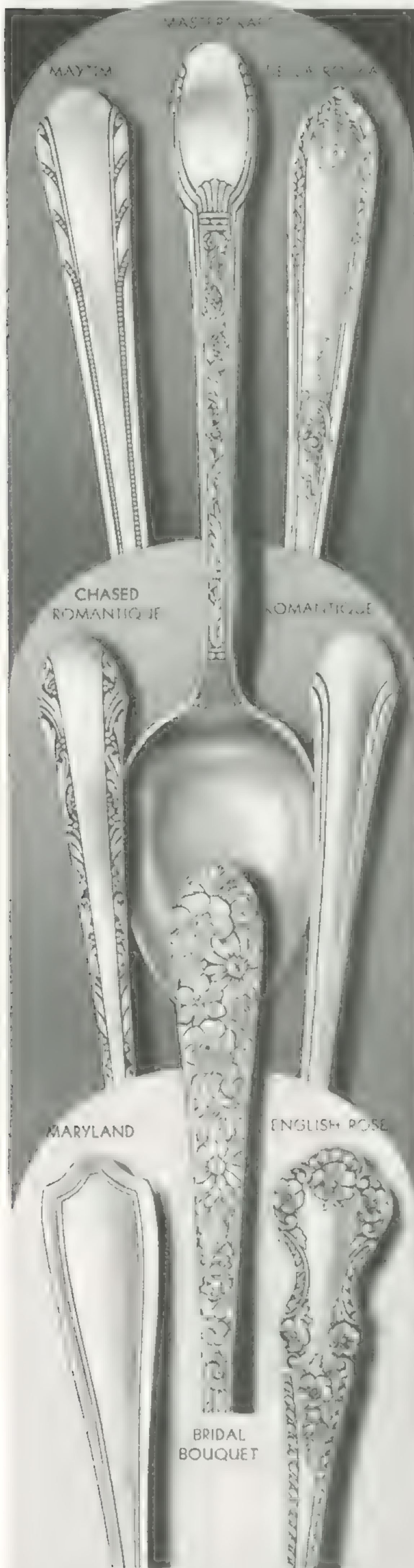
Just brush fingertips a little each day with MANICARE. It does wonders for shabby fingers—it gets out HIDDEN dirt from around the nails, keeps cuticles lovely, reveals big half-moons, and helps prevent cracked, torn nails. 35c at drug and dept. stores.



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ROYAL CAVALCADE IN CANADA

(Continued from page 71) He plans to visit us as the head of a friendly nation, rather than as a monarch.

Also for the First Time in History, the King's Birthday Parade will be held outside of Great Britain in the presence of His Majesty.

And before we go any further, take time to get out your colour-film and your sound camera. We have things to see that aren't very often to be seen in this part of the world. Cameron Highlanders playing the bagpipes at the State Dinner in Ottawa, just as is customary at Buckingham Palace during a State Dinner. A Guard of Honour for Their Majesties, in pre-War scarlet tunics and feather bonnets...more quaint than the Queen's own Cameron Highlanders who no longer parade in their pre-War uniforms.

A Captain's Escort for the King and Queen, while in Ottawa, of the Princess Louise Dragoon Guards in full dress: dark blue with white facings, brass helmet with white horse's plume, sword, and lance. Imperial Privy Councillors at the State Dinner, in dark blue coats embellished with gold lace, white satin knee-breeches, white silk stockings, black pumps with buckles.

FOR THE ROYAL PROGRESS

And everywhere that the King and Queen will be...royal equipages, waiting. A Royal Train, the Governor-General's train redecorated and refitted for Their Majesties' use, to take them across Canada and into the United States. Royal motor-cars painted deep red (as are all British royal cars), convertible so that the thousands gathered along each route may see their King and Queen, in good weather. And probably the State Landau, low-slung, graceful, courtly (brought to Canada in 1904 by Lord Grey as Governor-General), newly redecorated in maroon with red wheels picked out with gold. Harness for this, sent from His Majesty's stables at Buckingham Palace. Four horses with postilions and footmen...in the persons of the ubiquitous Mounties, wearing the Royal livery of scarlet and gold, with cockaded top-hats. (Can't we please have that in Technicolor, Mr. Newsreel Man?)

Here is the projected program, in quick kaleidoscopes, each one framed with bunting, bearskins, plumes, banners, and lances:

The ship that brings the King and Queen to America, accompanied by a naval escort, is scheduled (as we go to press) to be met by two destroyers of the Royal Canadian Navy at the Straits of Belle Isle, for the trip down the St. Lawrence to Quebec. On May 15, after the Royal Twenty-One Gun Salute, Their Majesties will be received by the Prime Minister, the Rt. Hon. William Lyon Mackenzie King, and other distinguished representatives. During their stay in Quebec, the King and Queen will use the Governor-General's quarters in the Citadel. The arrangements will be supervised by Mrs. George Pape, Lady-in-Waiting to Her Excellency, the Lady Tweedsmuir. Mrs. Pape will take flowers with her from the Government House greenhouses in Ottawa.

On May 16, after official receptions in French Canada's capital, the

Royal Train will take Their Majesties to Ottawa. The city has been preparing very proudly for Royalty's enjoyment of its beautiful site, at the junction of the Ottawa, the Rideau, and the Gatineau Rivers, the fine architecture of its Parliament Buildings, and its many parks and gardens, bursting with tulips. From the station, the Royal Party will have a six-mile drive to Government House, over some of the most beautiful driveways of the city.

Elaborate arrangements have been under way for the redecoration of Government House, the official residence of the Governor-General of Canada, where the King and Queen and as many as possible of their staff will stay as the guests of Lord and Lady Tweedsmuir. Many yards of beautiful materials were ordered from England...about four hundred yards for the Ballroom curtains. New red carpets have been laid in all of the corridors. Pastel blue will be used for Her Majesty's bedroom. A pale blue-and-eggshell damask was chosen for the curtains, sofa, chairs, and bed valance. On the floor will be the rug which Lady Tweedsmuir purchased specially for the Queen's bedroom...hand-hooked, of natural wools, hand-spun and vegetable-dyed, in Nova Scotia. Mrs. Pape plans to use sweet peas and lilies-of-the-valley in Her Majesty's room.

A Chinese-red printed linen has been chosen for the curtains and upholstery in the King's bedroom, and a carpet of the same colour.

Mrs. Pape will make generous use of the gubernatorial greenhouses, famous for the profusion and beauty of their flowers. Majestic white lilies will be used in the Drawing-Room. The other rooms and halls will be gay with spring flowers and lilac-trees in pots. For the State Dinner, the night of Their Majesties' arrival, the table decorations will be done with mixed carnations in shades of deep red, white, and pale pink.

THE STATE DINNER

The State Dinner in the Ballroom will be one of the colour climaxes of the entire visit. Naturally, the women will give much thought to their gowns and jewels.

Regulation full dress will be worn by the men. The Naval, Military, and Air Force uniforms are very impressive with decorations. Knee-breeches are worn by the Imperial Privy Councillors and the high officials in the British Diplomatic Service and the Civil Service. Foreign ministers will be present, each in the full dress prescribed by his country.

Next day, the majestic National War Memorial will be unveiled as the King dedicates it, against a backdrop formed by the Parliament Buildings and the Laurentian Hills. The King's words will be broadcast over a nationwide hook-up, as will also the Queen's speech when she lays the foundation stone of the Supreme Court Building on the following day.

All of the groups in Parliament will pay homage to Their Majesties at a Parliamentary Dinner on the night of the eighteenth, at the Château Laurier Hotel. (Continued on page 114)

Betty's vows COME TRUE



ATTENDANT: "When your grandmother was married, Betty, that clock heard every vow."

BETTY: "Yes, and I made a secret vow to Granny years ago—to have a Seth Thomas clock in my home after I was married."



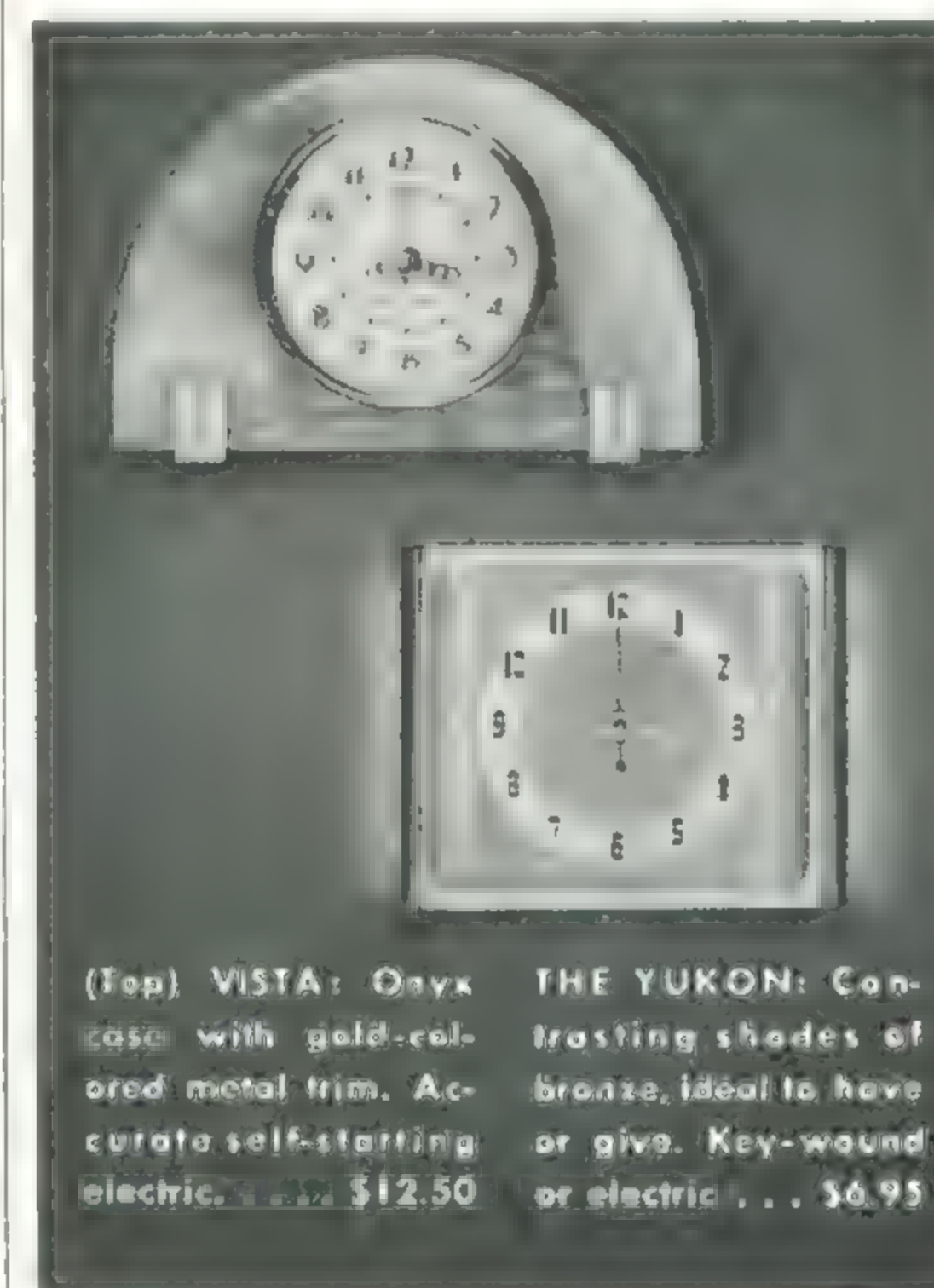
LATER—"AT HOME"

HUBBY: "Of all the thoughtful wedding gifts, that Seth Thomas clock is tops."

BETTY: (To herself) "Yes, Granny, I told you so—we HAVE a Seth Thomas clock."

TODAY, as for generations, Seth Thomas Clocks are preferred wedding gifts. Besides being ideal gifts for coming weddings, anniversaries and graduations, these new clocks make grand additions to your own home. They have a new freshness in design... an up-to-the-minute modernity behind their 125 years of fine craftsmanship and traditional accuracy.

Send for an illustrated booklet on Seth Thomas clocks. If your jewelry or department store does not have the clocks shown here, write direct to Seth Thomas Clocks, Department CC, Thomaston, Conn., a Division of General Time Instruments Corp.

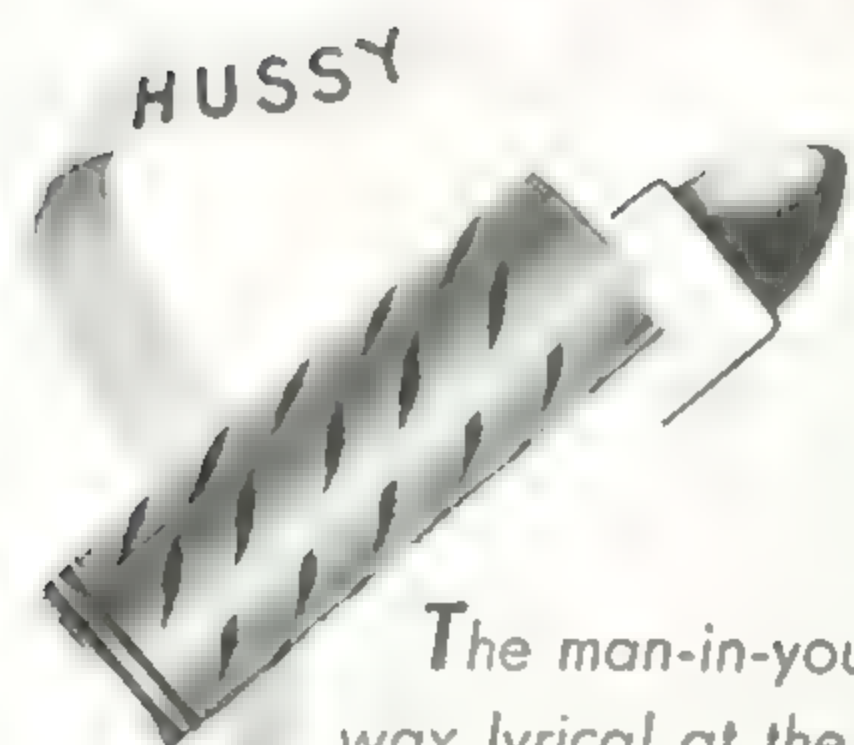


(Top) VISTA: Oak case with gold-colored metal trim. Accurate self-starting electric. \$12.50

THE YUKON: Cast-iron, ideal to have or give. Key-wound or electric... \$6.95

SETH THOMAS
Clocks
FOR EVERY ROOM

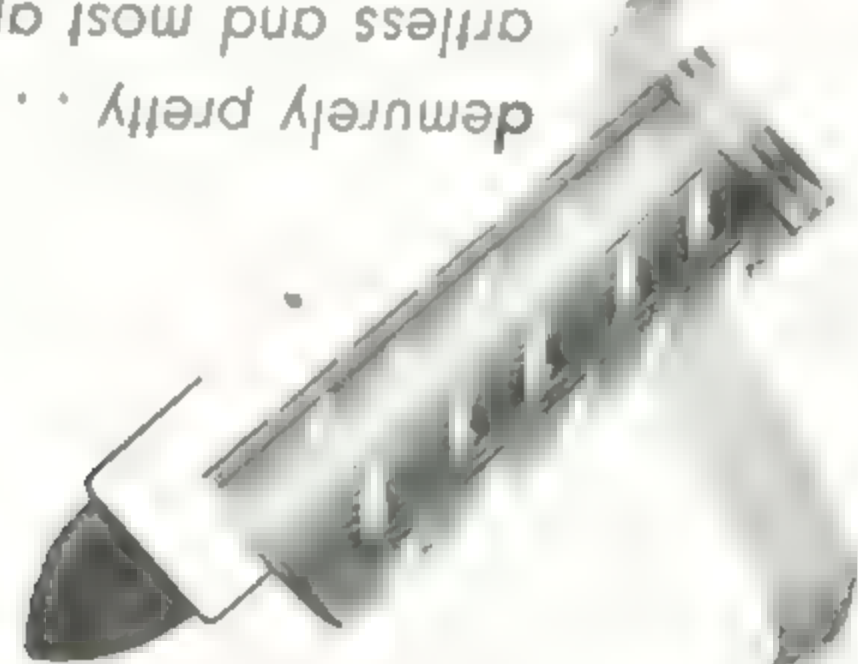
KEY-WOUND AND SELF-STARTING ELECTRIC



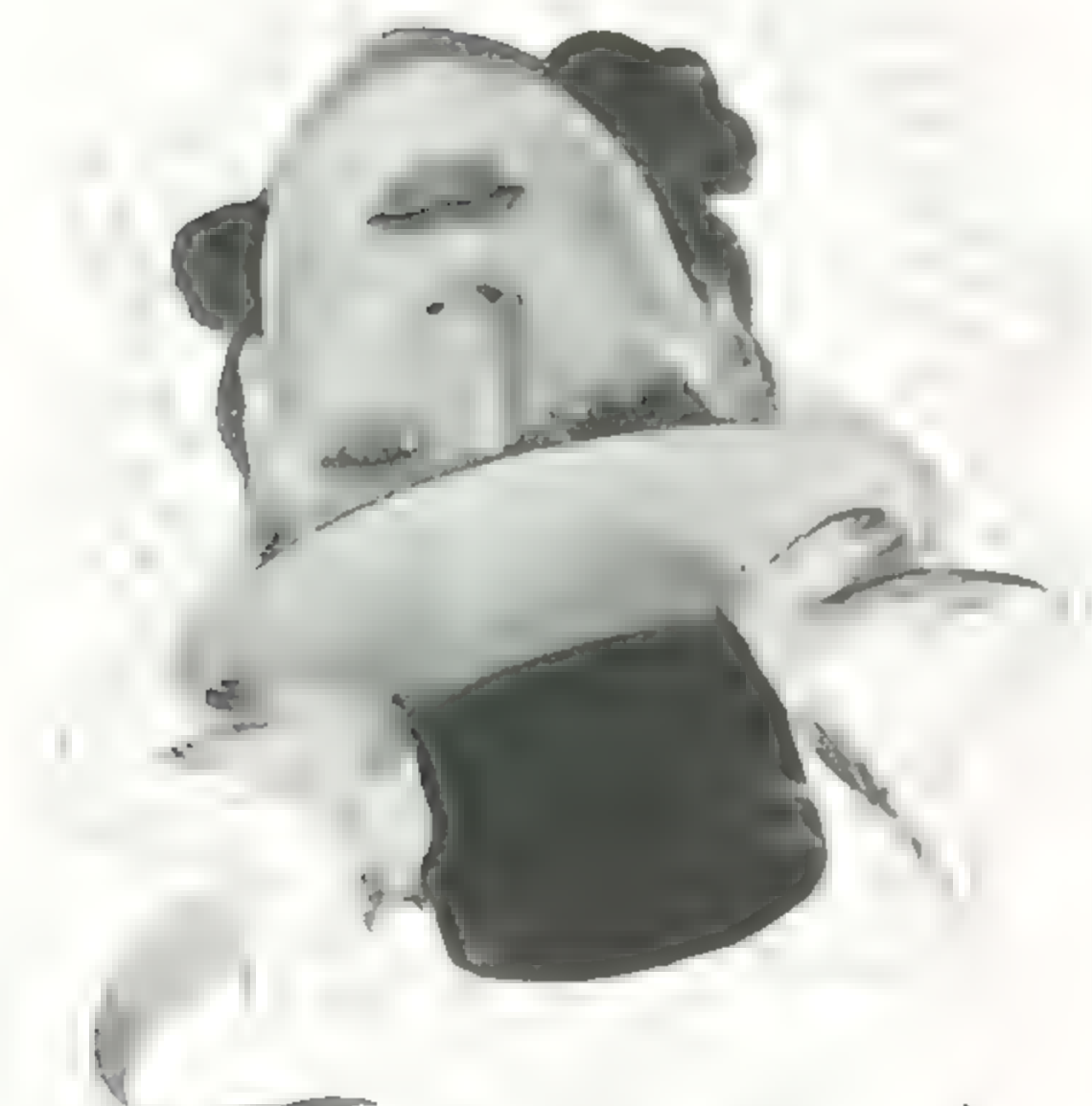
The man-in-your-life will wax lyrical at the prettiness of you in the newest Volupté Lipstick shade, CANDID PINK. Fresh, bright, provocatively pretty in that **HUSSY** of a shiny Lipstick, "H", OR

Pretty **YOU...in**
Candid Pink

demurely pretty... tender, orless and most appealing... in that lovely **LADY** of a sheenless lipstick, "L". But, shiny or sheenless, provocative or demure... be pretty, please, in CANDID PINK!



LADY



VOLUPTÉ

ROYAL CAVALCADE IN CANADA

(Continued from page 113) After dinner, a fireworks display on Parliament Hill. Thousands of electric lights will illumine the Parliament Buildings as a background for this spectacle.

Saturday, May 20, is the day set for the King's Birthday Celebration, which will be a double feature: In the morning, the Trooping of the Colour on Parliament Hill. In the afternoon, a Garden Party at Government House.

The eight guards for the Trooping of the Colour will wear black bearskin, red tunic, and blue trousers with a red stripe. The ceremony will be held on the main lawn, in the shadow of the magnificent Peace Tower, at the centre of the Parliament Buildings.

Approximately five thousand invitations, probably taking the form of a Royal Command, will be issued from Government House for the Garden Party. Picture the setting. Government House is situated in about seventy acres of grounds...terraced lawns, old trees, and thousands of spring flowers. There is a beautiful Rock Garden made by the Lady Byng of Vimy.

The Garden Party is to be conducted in much the same manner as those at Buckingham Palace. The guests will be invited from four to six o'clock. There will be no receiving-line, no formal presentations. The King and Queen prefer to move about among the guests

so that every one may see them to the best advantage. Three big marquees will be set up, where afternoon tea and light refreshments will be served. Brunette waitresses will wear Royal red broad-cloth outfits with blue accents.

In each marquee, will be a giant-triple-layered birthday-cake, each surmounted by the Royal Edward Crown. From the base, twenty-two inches square, will arise a frosted Battleship Collingwood, the ship on which the King fought at the Battle of Jutland. Over this will be a tier nine inches square, from which the rose, the thistle, and the shamrock will emerge.

Music will probably be supplied by the scarlet-coated Band of the Governor-General's Foot Guards. The National Anthem will give the signal that the last public appearance of Their Majesties in Ottawa is at an end.

A little later, the Royal Standard will be hauled down from the flag-pole over Government House, and Their Majesties will leave for the Union Station and the Royal Train, to continue their ten thousand mile tour of Canada.

News item: Every one of Canada's two and a quarter million of school children will be given a bronze medalion this summer as a souvenir of the Royal Visit. The medals will bear effigies of the King and Queen, on one side; on the other, a map of Canada showing the route of their tour.

THIS IS CALIFORNIA'S SUMMER

HELEN HAYES IN SAN FRANCISCO

(Continued from page 112) sand other claims to press firmly upon you. You may not have time to invade the Sierra Nevadas more ruggedly than by week-ending in the Yosemite Valley or at Lake Tahoe, but the Mother Lode neighbourhood in the Sierra foothills makes up ten times in Gold-Rush and ghost-town atmosphere what it lacks in majesty, and you certainly ought to manage a drive through it; especially the town of Columbia, where you'll see the ancient Wells Fargo express office, and where the gravestones read "Killed" instead of "Died." Another compulsory trip is up the Redwood Highway into Mendocino County; if you poke around some of the back roads along the Eel River, you'll get glimpses of what many people consider the most beautiful forest scenery in America.

It gets far too hot in summer in the oil town of Coalinga, but, if you can't keep away from horned-toad derbies, there's one there on June 24. Ten days later, the famed Honolulu yacht race, which is held every other year, starts from the yacht and Clipper harbour at Treasure Island. In July, there's the amazing midsummer skiing tournament at Mount Lassen, where champion jumpers soar across the highway over the roof of your automobile. And during the second week of August, this year, the state capital, Sacramento, is bringing its hundredth anniversary celebration to what ought to be a terrific climax of parades, historical spectacles, and memorial cheers for John Sutter.

The only thing more de luxe in its line than seeing the plays in New York and being able to regale the sticks with first-hand knowledge of Beatrice Lillie's latest gag, is to attend an important play-opening in California and then be marvellously know-it-all when you're invited to the opening night in New York. A big opportunity of this kind is coming in July, when Helen Hayes appears in San Francisco in "Ladies and Gentlemen," the new Hecht-MacArthur play, which Gilbert Miller is producing. It will be a chance to see Miss Hayes in modern dress, and also the first time she has spoken lines written by her husband since "The Sin of Madelon Claudet" (1931). Another possibility is Jane Cowl in "Two Queens," the play by John Colton, based on Schiller's "Maria Stuart," but this, and also Maurice Evans' long-promised Coast visit, are indefinite summer projects. In Los Angeles, a group of enterprising young men have just formed the Stage League, Inc., which will sell annual subscriptions on a basis like the New York Theatre Guild's, and will recruit its star actors and actresses from the film studios. Nothing definite has been announced, but there have been a lot of dickerings 'phone calls with Basil Rathbone, Francis and Margot Lederer, and others, and a first production is hoped for in August; place: San Francisco. Inquire upon arrival.

The smart
"modern
minimum"!



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WITH *NOBELT
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You can depend on Sani-Scant. It's made of fine quality non-run striped rayon, its skilfully-cut protective panel is adequate, and pad tabs, properly placed, make a separate belt unnecessary. No annoying ridge or wrinkle to show through your skirt—the garment is fitted as snugly as a dancer's panty.

The patented NOBELT feature assures you a comfortable waistband whose elasticity will outlast the garment. Sani-Scant is a "must" for college and career women—the smart "modern minimum" in efficient sanitary protection.

*SIMPLEX

a convenient new pad fastener available in Sani-Scants and separate sanitary belts—exclusive with Kleinert's. The "crimps" in SIMPLEX grip the ends of the pad securely and it has a safety lock to make assurance doubly sure! Simplex can be had on belts from 25¢ up.



Prices slightly higher on the Pacific Coast and in Canada

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*T. M. Reg. U. S. Pat. Off.
TORONTO · NEW YORK · LONDON

FACE IN HAND

(Continued from page 78) for about fifteen minutes, to raise the circulation gently, evenly, beneficially.

You'll probably drop off to sleep under the soothing warmth—which always gives one such a sense of well-being—and, when you come to, the masque and cream will have been whisked away, and Ardena Oil will be smoothing upwards over your throat and face. After this, depending on the firmness or flabbiness of your skin, you will be thoroughly creamed with either Velva Cream or Orange Skin Cream. This part is too delicious as your operator's fingers soothe and smooth and quiet, and you go drifting down a silver river into the most blissful cotton-cloud nothingness.

FIRMO-LIFT

Then comes the Spotpruf Lotion, to cut the grease and leave your skin ready for the Firmo-Lift. Firmo-Lift has an oily consistency that smooths richly over your face and throat, and is especially beneficial to faces which are rather "let down." With the application of Firmo-Lift, your operator's fingers simply fly over your face and throat in an upward friction movement, which varies (sensibly) according to the tensile quality of your skin.

Over the eyes, however, the movement is quite different. Miss Arden has very definite ideas on this subject, and it was pure, æsthetic pleasure to watch her fingers pressing and moulding the contours around the eyes. The object of the movements is to bring

the eye out "of the head"—to leave it wide and refreshed. Your brows are drummed with an upward motion, and the eyeballs and lower lids are rotated with unbelievable gentleness.

After the Firmo-Lift has been evenly applied, from throat to brow, comes the tie-up, wherein you are bound up to a pleasant sense of pressure, and left for five minutes to react to the cream. Then, another go with the Spotpruf Lotion leaves you smooth and clean, with your skin feeling as fresh as crushed mint.

MAKE-UP

If you want to take a peek in the mirror now, you'll be delighted with the rosy, "alive" look of your skin, and check yourself for firmer contours—but, for a superb shock of pleasure, wait till your make-up has been applied. If yours is a morning treatment, have them do you up in Stop Red. You'll feel as elusively lovely as a wild bird. If you've an important evening ahead of an afternoon treatment, let them dramatize you with Sky-Blue Pink, especially planned for daylight dining. Either one, you'll view yourself with pardonable pride, conscious of the creamy texture of your skin, and the alive brilliance of your eyes.

For really relaxed faces, you are advised to "blow the works" all at once, and have eight Firmo-Lift treatments in quick succession. For fairly firm faces, eight treatments will last you quite a long spell. You may go through this really superior routine in any of the many Elizabeth Arden salons.

Jay Thorpe
says: "Wear ruffles under short skirts—Lux them to keep them smart"

Quaint ruffles edge the petticoats you wear under your short, swirling skirts. "Today's petticoats are adroitly designed, beautifully cut. They should have expert care. We advise Lux," says Jay Thorpe.

LUX fine stores everywhere advise **LUX**




GET THAT
"little girl look"
... AT THE GIDEON

Chalky white lingerie blouses and frilly petticoats and saucy sailor hats need a little girl face and figure, too! Come on up and play with the geysers spouting in Gideon Putnam's yard! Eat simple American food done in the master's way. Ride . . . walk . . . golf . . . soak up the warm spring sun. Sleep the easy sleep of childhood in pine-washed air. Lose that vague, colorless look in the healthful restorative waters of famous Saratoga Spa—the great new Roosevelt Baths are only minutes from The Gideon's front door. Come up and grow young for your little girl clothes and sight-seeing at the FAIR-S!

THE GIDEON
PUTNAM

Privately Operated — E. C. Sweeney, Lessee

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at leading Department
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KAY PREPARATIONS CO., INC., 745 FIFTH AVE., NEW YORK, N. Y.

THE GREAT AMERICAN QUIZ

(Continued from page 55) The Eagle Steamship Company, Vine Street, St. Louis, Missouri, can tell you more about this.

12. *In what state—and where—would you wear all of the following clothes this spring or summer? A ski suit, fishing clothes, a riding-habit, a fur coat, a bathing-suit, dark thin town clothes, a flowered hat?*

Oregon is your state. At the new Timberline Lodge on Mount Hood, you can ski, fish, and ride. At Bandon beach resort, you can swim. At the June Rose Festival in Portland, town clothes and a flowered hat are prescribed. Some nights, it is cold enough for a fur coat.

13. *Where in America is it absolutely correct to wear nothing at all?*

In a bathtub.

14. *If you took a light-conditioned trip, would that mean you were travelling with no luggage but a pocketbook?*

"Light-conditioned" is the fancy phrase thought up by the Chicago & North Western, and Union Pacific Railroads—it describes the Polaroid windows of the Copper King observation-car, which deflect the sun's rays.

15. *Where in the U. S. would you find a monument to each of the following:*

- (a) a chicken (c) a horse
(b) a sea-gull (d) a dog

(a) At Adamsville, Rhode Island—commemorating the breeding of the first Rhode Island Red.

(b) At Salt Lake City—in honour of the sea-gulls who saved the Mormons from a locust plague.

(c) At Lexington, Kentucky, in the horse graveyards—to the memories of several great race-horses.

(d) In Central Park, New York City—to Balto, the sled-dog who carried the serum to Nome, in 1925.

16. *For what means of transportation would you wear each of the following:*

- (a) A dust-proof linen coat
(b) The new shorter slacks
(c) One of the new chemist's-colours bathing-suits
(d) Bright-coloured country shoes
(e) Blue jeans
(f) Springerhosen
(g) Bloomers

- (a) Automobile (e) Horse
(b) Bicycle (f) Skis
(c) Aquaplane (g) Parachute
(d) Feet

17. *How can you get three fares for the price of one this summer?*

\$135 for Pullman or \$90 for coach is the round-trip fare (1) from any city in the United States to the New York World's Fair (2) and the San Francisco Fair (3).

18. *What city in the U. S. was named at the flip of a coin?*

Portland, Oregon. Pioneers couldn't make up their minds whether to name it after Boston, Massachusetts, or Portland, Maine—and decided to let money talk.

19. *When you think of the following people, what places in the U. S. come to mind?*

- (a) Dorothy and DuBose Heyward
(b) J. P. Marquand
(c) Reginald Marsh

- (d) John Steinbeck
(e) Marjorie Kinnan Rawlings
(f) Thomas Hart Benton
(g) William Faulkner

- (a) South Carolina
(b) Massachusetts
(c) New York City
(d) Southern California
(e) Florida
(f) Missouri
(g) Mississippi

20. *Where in the U. S. would your car warm up the quickest? Where would you need the most anti-freeze in your radiator?*

Death Valley, California—134° above zero, the hottest place in the U. S.

Foxpark, Wyoming—32.3° below zero, the coldest place in the U. S.

21. *Which of these are in Arizona?*

- Grand Canyon Montezuma's Castle
Painted Desert Roosevelt Dam
Petrified Forest Coolidge Lake
Meteor Crater Hopi Pueblos

Well, let's see. Grand Canyon is, and Painted Desert is, and Petrified Forest is...in fact, they all are.

22. *Where in the U. S. would you go this summer if you wanted to keep close to the European situation?*

Portland, Maine. It's the closest coast city to Europe, by actual miles.

23. *In what state can you take a 2,500-mile ocean voyage?*

Maine. It has a 2,500-mile coast.

24. *If you wanted to rise quickly in the world, where would you go?*

Right up to Franconia Notch, New Hampshire. On North America's first aerial passenger tramway, you mount 5,410 feet in five minutes, twenty-eight seconds—which is sufficiently high and sufficiently fast.

25. *If a New York girl wants to go to Hollywood to get in the movies, how can she do it more quickly than she could have in 1933?*

The casting offices haven't softened up a bit, but the railroad time from New York to Los Angeles has been cut considerably in the last six years. On the speedy, extra-fare trains, it takes 57 hours (cut from 78); on the regular-fare trains, it takes 79 hours (cut from 83).

26. *Where, in the United States, do barnacles curl up and fall off ships?*

At Seattle, Washington—the fresh water of Lake Union doesn't give a barnacle a chance.

27. *Where do people spend several days deliberately taking detours?*

In New Mexico, where the Couriercar motor cruises leave from Santa Fé and cover the Southwest. The purpose of all this—to see the Indian country and the Indians and probably to buy pottery and rugs. The trips are one-, two-, or three-day.

28. *What famous modern expression was first used in connection with trains?*

Not air-conditioned, though many trains are these days. The expression is "stream-lined," and so are eighty-seven trains now in operation in the U. S.

29. *If you wanted to wear an American fashion in the locality of which it was most charac-* (Continued on page 118)

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THE GREAT AMERICAN QUIZ

(Continued from page 116) *teristic, where would you go to wear the following:*

- (a) A kerchief wrapped around your head
- (b) A ten-gallon Stetson
- (c) Red flannel underwear
- (d) Printed shirts for men
- (e) Blue denim jeans for riding
- (f) A fish-net dress
- (g) Feathers in your hair

- (a) Down South
- (b) Texas
- (c) New England
- (d) California
- (e) Any Western ranch
- (f) Cape Cod
- (g) An Indian Reservation

30. *What copy of the New York Times could you read at breakfast on Thursday in Honolulu?*

The Tuesday edition. The Times sends copies to Hawaii on the "China Clipper"—fifteen hours by plane, seventeen hours by Clipper, so you can read "All the News That's Fit to Print" as you drink your pineapple-juice.

31. *The following can be seen at the two Fairs this summer. Which are at the New York World's Fair, and which are at the San Francisco Fair?*

- (a) A goddess on the half-shell
- (b) A jeweled map of the Soviet Union
- (c) Stella
- (d) The Magic Carpet
- (e) Orchid plants bearing two hundred orchids
- (f) A Surrealist Walk-Through

- (a) San Francisco. Botticelli's painting of Venus.
- (b) New York. A seven-ton exhibit in the Soviet Pavilion, with Moscow set in star-shaped rubies.
- (c) San Francisco. A portrait that "lives and breathes."
- (d) San Francisco. An eight-acre carpet of ice-plants.
- (e) New York. In the Venezuela Building.
- (f) New York. Dali designed it.

32. *When it's 100°F. in the shade in Texas, what do men wear to keep cool?*

On the sound old principle that wool is cooler than cotton, they wear flannel shirts.

33. *If you confided to a friend that you were leaving your home in Great-Hill-Small-Place for a region named after an imaginary earthly paradise, and were going via Mountains-and-Valleys-Alternating, Snow-Clad, and Light-on-the-Mountains, why wouldn't he 'phone Bellevue?*

Because you would be leaving Massachusetts for a trip to California via Wyoming, Idaho, and Nevada.

34. *In one week, you can send postcards from all the following places. How? New York, Cleveland, Chicago, Omaha, Cheyenne, Salt Lake City, Reno, San Francisco, Los Angeles, Phoenix, Tucson, El Paso, Fort Worth, Dallas, Little Rock, Memphis, Nashville, Knoxville, Washington, D. C.*

By handing over about \$280, part to United Airlines, for the westward trip, part to American Airlines, for the eastward trip. This pays for a round-trip air tour of the country.

35. *What would you be most likely to do at the following places: (a) Sandwich, (b) Central City (c) The Maparium (d) Worthington Valley (e) Tanglewood.*

- (a) Hunt for Sandwich glass in this Massachusetts town.
- (b) Attend the drama festival in this unique Colorado town.
- (c) Look at the world from the inside of a three-story glass sphere at the Christian Science Publishing House in Boston.
- (d) Witness the "United States Grand National," the Maryland Hunt Cup
- (e) Listen to the music of the Boston Symphony Orchestra at the Berkshire Festival.

36. *Why can it never be said that Uncle Sam doesn't give a damn for aquaplaning?*

Lake Mead, the artificial lake at Boulder Dam, is full of swishing aquaplanes. The Government beams benignly on them.

37. *Where will you see the greatest number of bow-legs this summer?*

At the rodeos, whooping it up in thirty cities. "Hoofs and Horns," Tucson, Arizona, will tell you more.

38. *Men and women will accidentally be caught in traps at the following places this summer. Why? Bala, Pennsylvania; Noroton, Connecticut; Glenview, Illinois.*

The summer's most important golf tournaments will be held at the above addresses.

Bala—the Open Golf Championship, June 8 to 10.

Noroton—Women's Amateur Championship, August 21 to 26.

Glenview—Amateur Golf Championship, September 11 to 16.

39. *Over in Europe, they claim that Democracy is on the rocks. Where, in the U. S., would you say that this is literally true? (Don't ask your Senator.)*

The Shrine of Democracy, a national Memorial on Mount Rushmore, South Dakota, where Gutzon Borglum carved the heads of Lincoln, Jefferson, and Theodore Roosevelt in granite cliffs 6,000 feet above sea-level.

40. *What famous author wrote the following about travel?*

"Of all forms of locomotion, I like train-riding best.... My idea of the ultimate in exciting luxury is to lie stretched out among pillows in an air-conditioned crack American streamliner watching the United States of America slide by, a living panorama. It is not only a panorama, it is a cross section of a continent, as neatly cut as though sliced with a cheese knife. By the look of the wheat in Kansas, by the freshness of the permanent waves in the hair of the girls at the Nebraska railway station, by the degree of glitter on the paint of the automobiles spinning down the Arizona highways, by the very neatness or slovenliness of the little flat prairie towns as you flash by their pavements and back yards and Main Street neon signs, you can sense whether the country is in the doldrums or on the crest...."

Edna Ferber, in her autobiography, *A Peculiar Treasure*.

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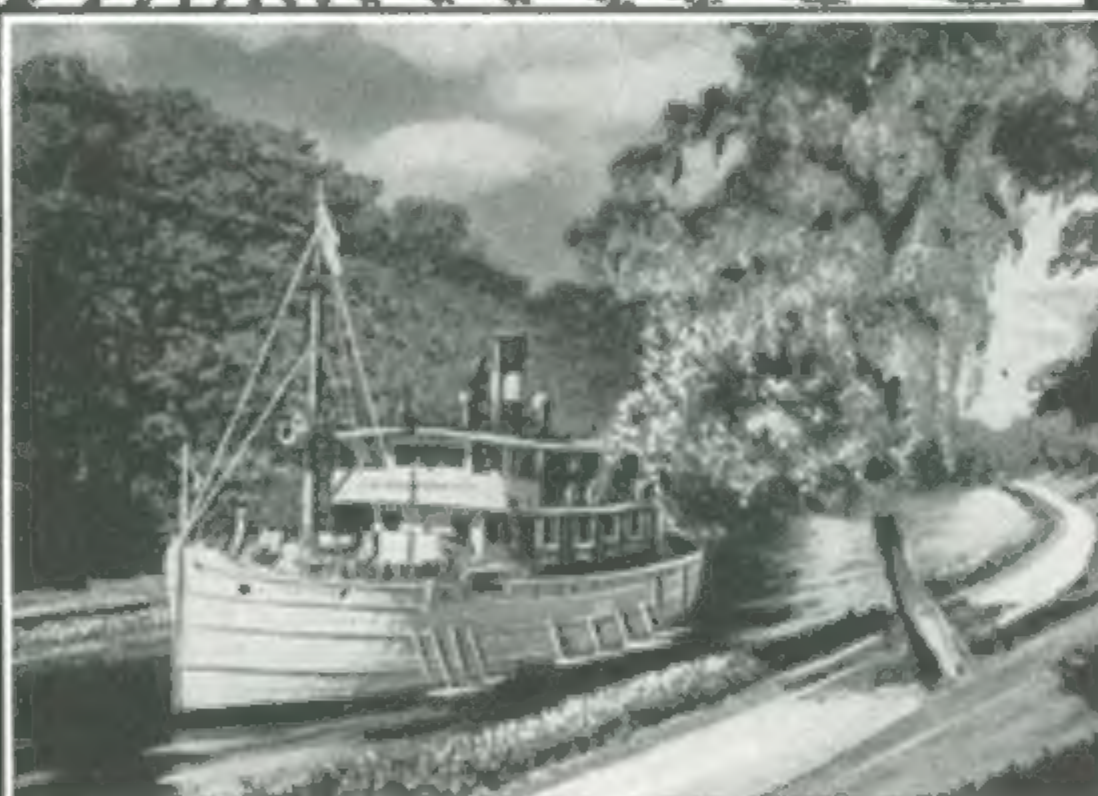
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